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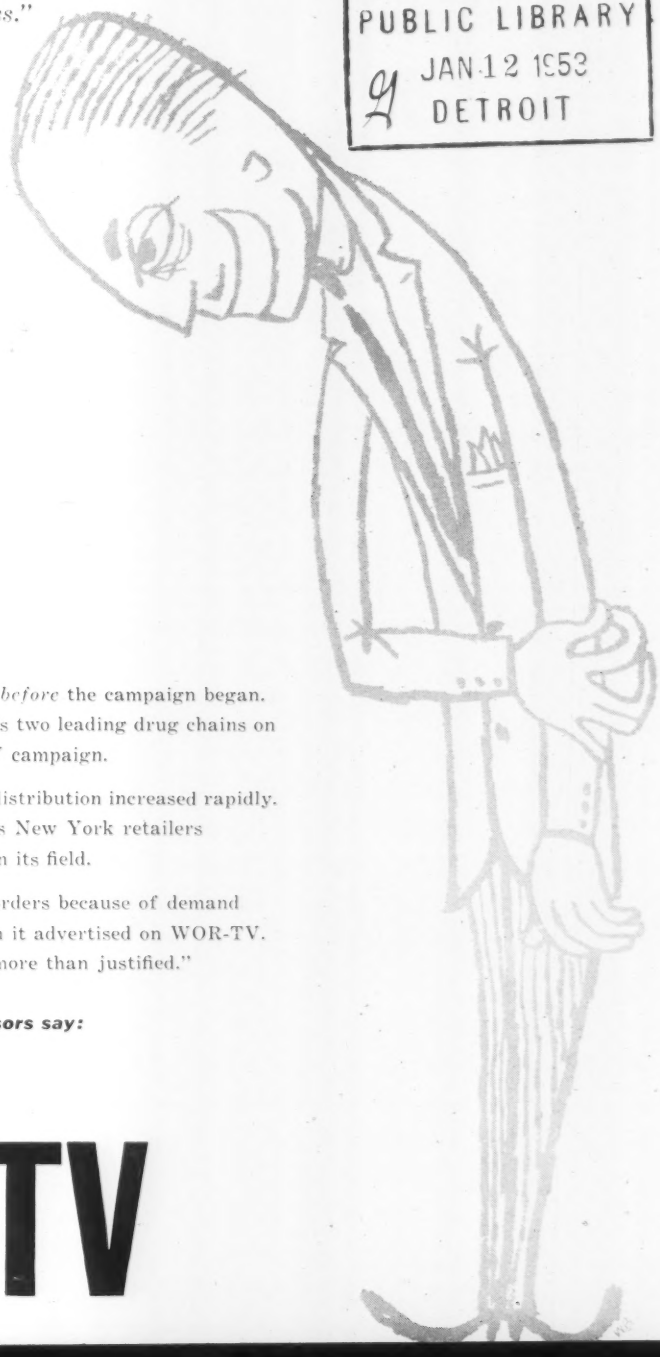
TELECASTING
Begins on Page 53

22ND year
THE NEWSWEEKLY OF RADIO AND TV

"WOR-TV *created the demand for our product and can take a bow for its success.*"

John Roosevelt

President, 5711 Ltd.



PUBLIC LIBRARY
JAN 12 1953
DETROIT

The Product

Sof-Set... a liquid hair-spray

The Advertising

WOR-TV... and *only* WOR-TV

The Result

The advertising produced results even *before* the campaign began. The sponsor sold Sof-Set to New York's two leading drug chains on strength of the contemplated WOR-TV campaign.

When the campaign started, sales and distribution increased rapidly. Within five months, the majority of its New York retailers found Sof-Set the Number One seller in its field.

The client reports: "Retailers placed orders because of demand for the product from people who'd seen it advertised on WOR-TV. Our confidence in WOR-TV has been more than justified."

Results like these explain why sponsors say:

IT'S GOOD TO BE...ON

WOR-TV

XUM

What's the 1960 picture?

Will our rockets have reached the moon?

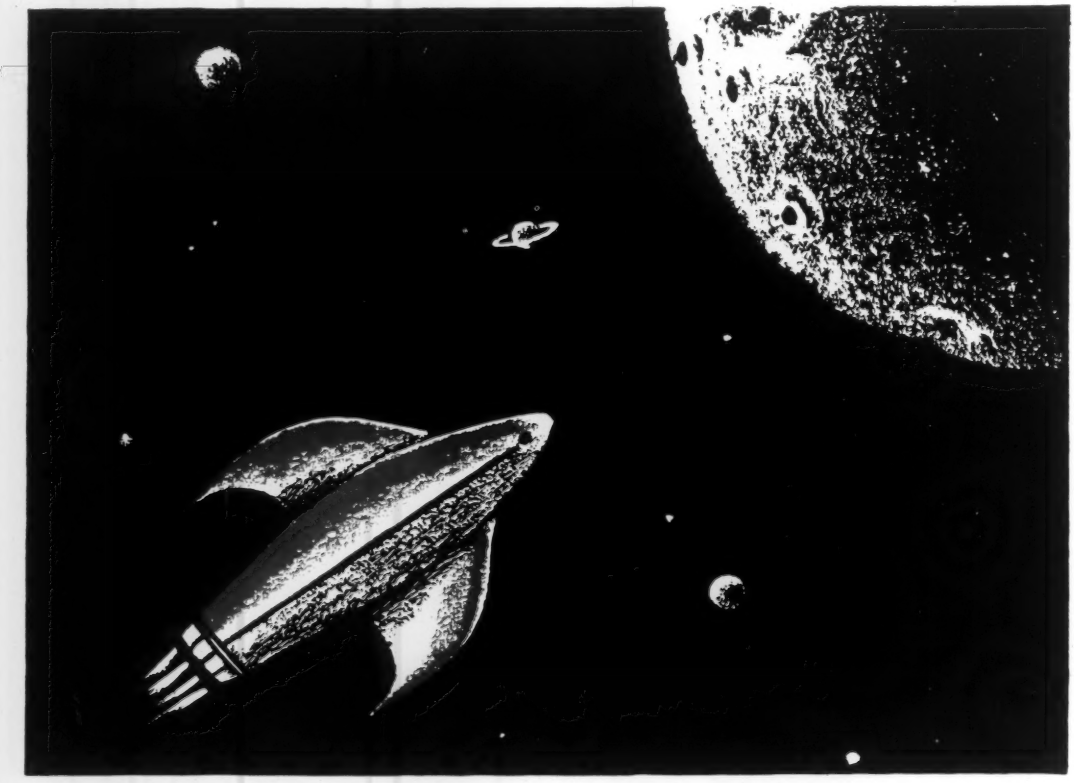
Will the uses of atomic energy
be a boon to mankind?

And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.

In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.

Half the joy of broadcasting is vision.
Much of the rest is serving.

Watch the First Stations of Virginia in 1953 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.

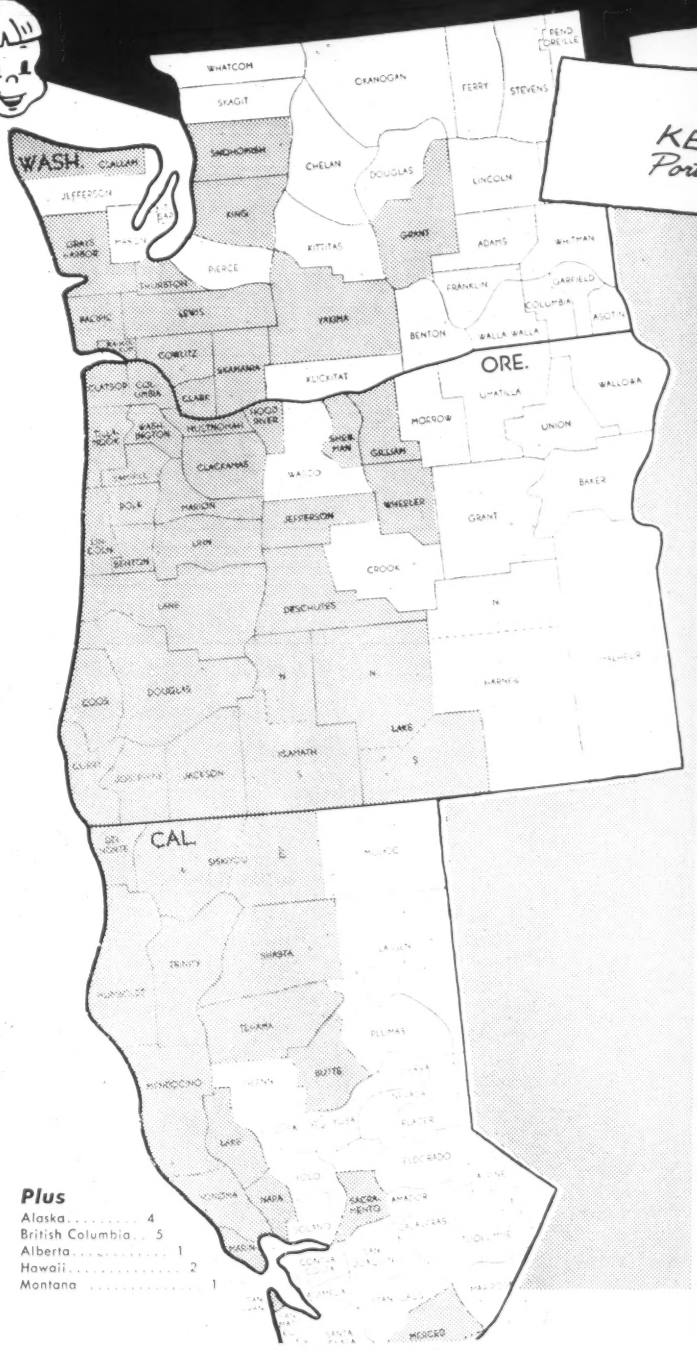


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR represented nationally by Blair TV
WMBG represented nationally by The Bolling Company

16,478 Letters Prove KEX Kid Show Appeal



Here is the breakdown of mail count from 52 Oregon, Washington and California counties:

OREGON

Benton	218
Clackamas	1135
Clatsop	152
Columbia	285
Coos	28
Curry	10
Deschutes	2
Douglas	41
Gilliam	1
Hood River	7
Jackson	8
Jefferson	2
Josephine	14
Klamath	3
Lake	3
Lane	93
Lincoln	100
Linn	361
Marion	968
Multnomah	9430
Polk	149
Sherman	8
Tillamook	107
Washington	745
Wheeler	1
Yamhill	532

WASHINGTON

Clallan	2
Clark	1376
Cowlitz	438
Grant	1
Grays Harbor	2
King	2
Lewis	62
Pacific	62
Skamania	6
Snohomish	2
Thurston	2
Wahkiamkum	62
Yakima	1

CALIFORNIA

Butte	1
Del Norte	7
Humboldt	7
Marin	2
Mendocino	1
Merced	1
Napa	2
Sacramento	2
San Francisco	1
Shasta	3
Siskiyou	12
Tehama	2
Trinity	3

Plus

Alaska	4
British Columbia	5
Alberta	1
Hawaii	2
Montana	1

In the 27 days between Thanksgiving and Christmas, 4 top kid shows on KEX drew this unprecedented mail count from western Washington, Oregon and northern California—16,478 individual actions resulting from KEX Kid show appeal!

Here are the KEX Kid Shows and Stars—

★ SANTA CLAUS

In the "Letters to Santa Claus" program, sponsored by *Meier & Frank Company*, "Santa" made special trips to KEX every day during the Christmas season to read letters from children at 4 p.m.

★ JOHNNY RAINBOW

"Happy Time" starring Johnny Rainbow, a regular Monday through Friday 4:45 p.m. feature. A contest for the *Schoewe Shoe Store* accounted for a high mail response.

★ MERRIE VIRGINIA

"The Merrie Circle", another Monday through Friday 5 p.m. favorite, features original children's stories in fantasy by Merrie Virginia. The *Schoewe Shoe Store* contest drew heavy mail response on this show.

★ UNCLE BOB

"The Squirrel Cage" at 4:15 p.m. features Uncle Bob, longtime favorite KEX Kid Star. Uncle Bob receives a heavy volume of unsolicited fan mail the year around.

Youngsters *prefer* KEX Kid Stars and KEX advertised products! Consistent program promotion and personal appearance of stars keep these shows out in *FRONT!*

No other medium in Oregon can equal the tremendous KEX double impact: 50,000 watt coverage plus action-producing KEX Kid Shows. SEE FREE & PETERS NOW for availabilities.

ABC AFFILIATE IN PORTLAND

KEX

Oregon's Only 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ – WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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XUM

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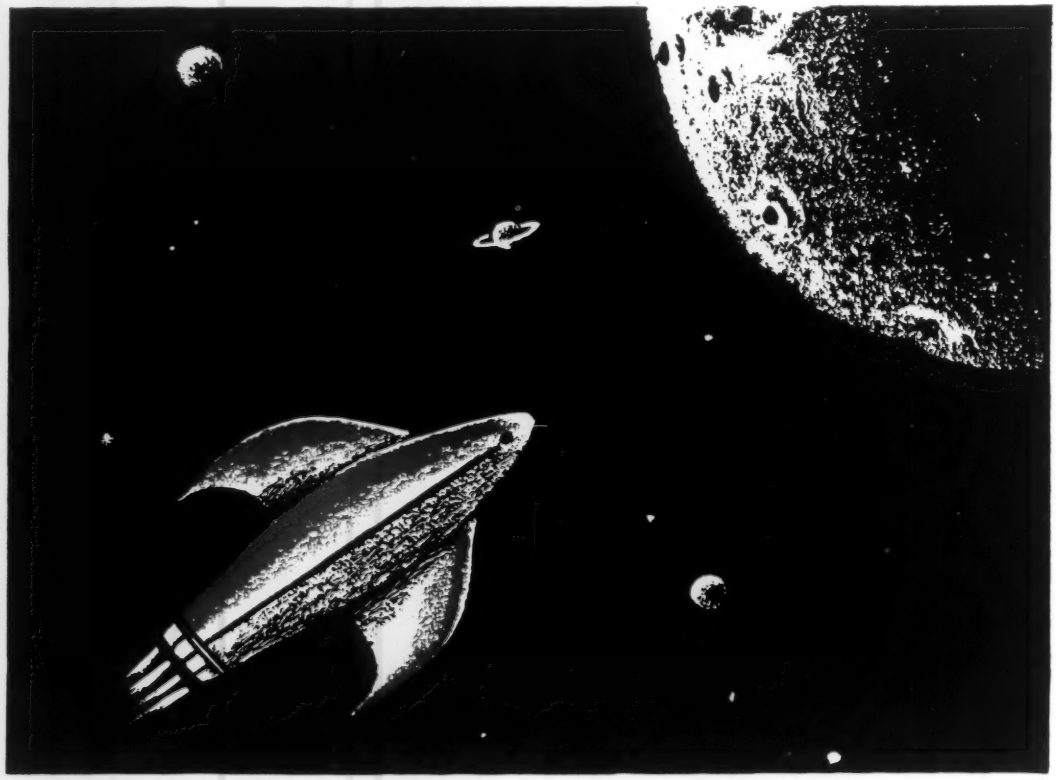

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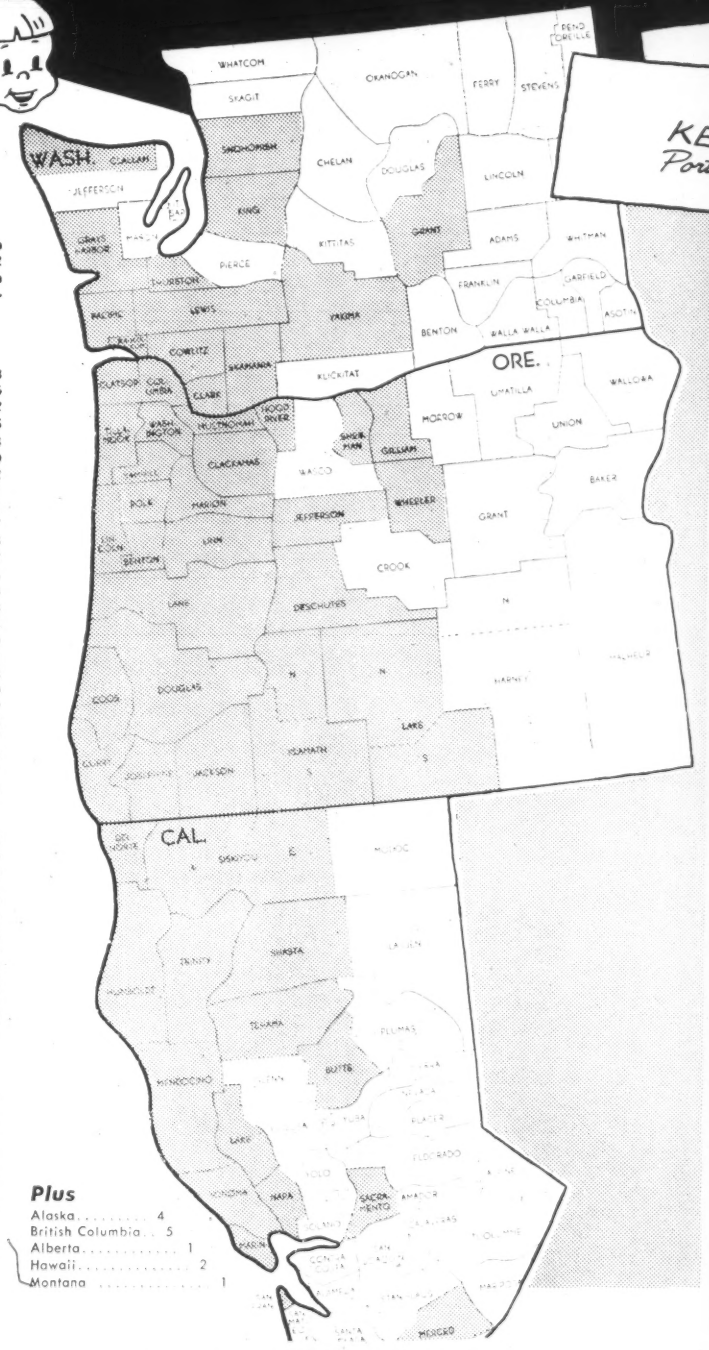

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Jefferson	2
Josephine	14
Klamath	3
Lake	3
Lane	93
Lincoln	100
Linn	361
Marion	968
Multnomah	9430
Polk	149
Sherman	8
Tillamook	107
Washington	745
Wheeler	1
Yamhill	532

WASHINGTON

Clallan	2
Clark	1376
Cowlitz	438
Grant	1
Grays Harbor	2
King	2
Lewis	62
Pacific	62
Skamania	6
Snohomish	2
Thurston	2
Wahkiamkum	62
Yakima	1

CALIFORNIA

Butte	1
Del Norte	7
Humboldt	7
Marin	2
Mendocino	1
Merced	1
Napa	2
Sacramento	2
San Francisco	1
Shasta	3
Siskiyou	12
Tehama	2
Trinity	3

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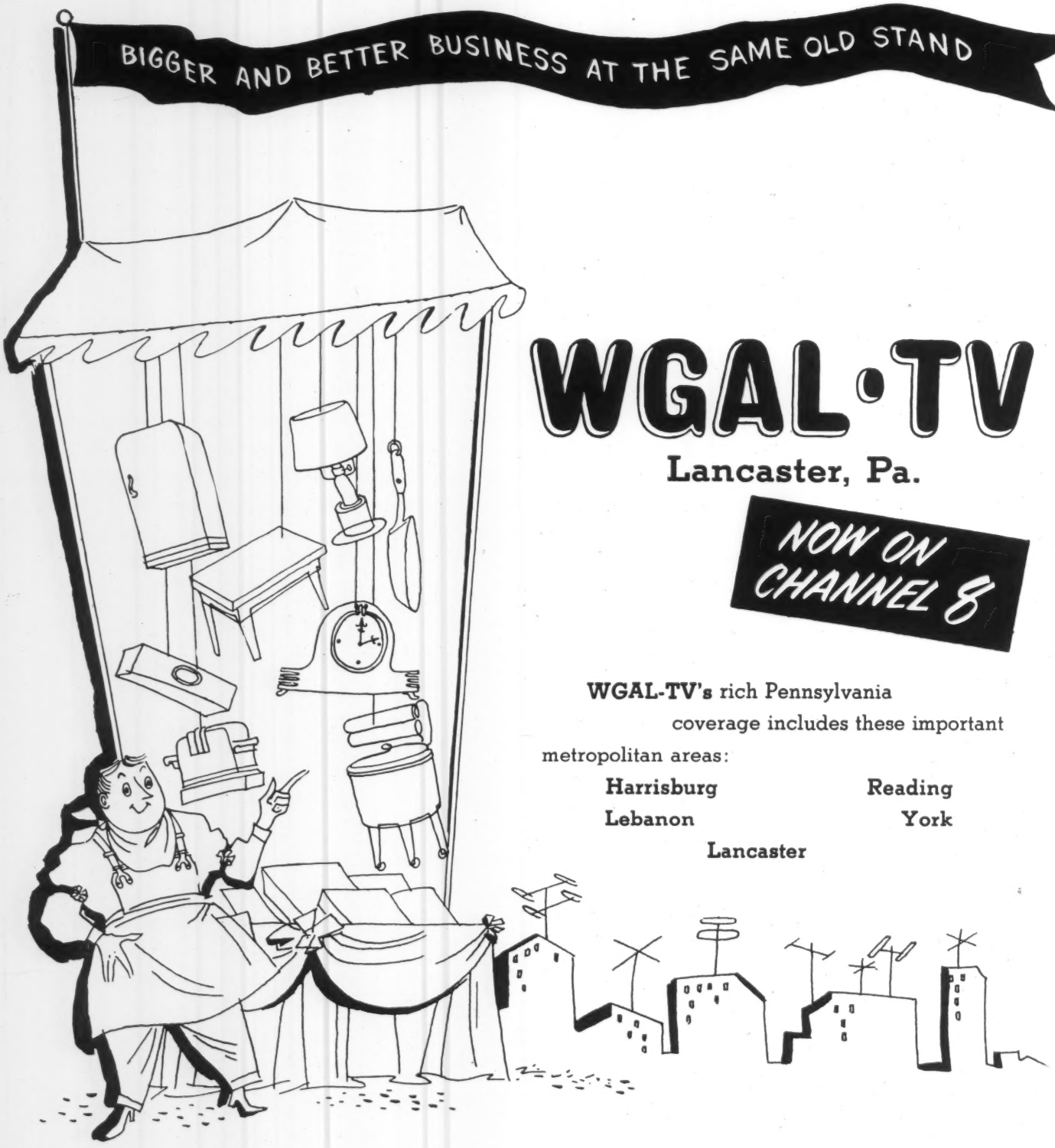


WGAL·TV

Lancaster, Pa.

NOW ON CHANNEL 8

WGAL-TV's rich Pennsylvania coverage includes these important metropolitan areas:

Harrisburg **Reading**
Lebanon **York**
Lancaster

WGAL
AM-TV-FM

A Steinman Station
Clair R. McCollough, President

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **Los Angeles** **San Francisco**

at deadline

CLOSED CIRCUIT

DON'T LOOK FOR appointments to FCC until after change in administration—or after Jan. 20. To date no appointments for any of independent agencies have been announced. Nothing has developed to disturb view that Vice-Chairman Rosel H. Hyde will be elevated to chairmanship. Virtually same names reported in these columns remain as candidates for FCC post, with considerable correspondence endorsing one candidate or another for two upcoming vacancies piling in at both Eisenhower headquarters at Commodore in New York and Republican National Committee headquarters in Washington.

SEN. HOMER E. CAPEHART (R-Ind.) has two horses running in FCC sweepstakes. In letter to President-elect Eisenhower, Friday, Sen. Capehart recommended Ray S. Donaldson, RTMA attorney, for one of two upcoming FCC vacancies. Donaldson is native of Washington, Ind., was graduated from DePauw U. in 1932, got law degree from Harvard in 1935, served as Senator's administrative assistant from 1946 to mid-1951 when he joined RTMA. As replacement for Democrat T. J. Slowie (salary, $10,800), Sen. Capehart has endorsed Sam Dodd, former manager of WAOV Vincennes, Ind., owned by publisher-broadcaster GOP National Committeeman Eugene Pulliam. Until first of year, Mr. Dodd served in office of Sen. Capehart.

THAT FAME is sometimes fleeting indicated in security check being made by FBI on Arthur Godfrey. FBI Agent traced one prominent broadcasting figure across country to make check in connection with duties to be assigned CBS' one man gang. Godfrey is reserve commander in USNR, aviation, but reportedly is under consideration for Dept. of Defense post —probably advisory.

DON'T BE SURPRISED at "delay" in election of Joseph H. McConnell, former NBC president, as president of Colgate-Palmolive-Peet (story page 24). Colgate by-laws, it's understood, must be changed to permit election of "outsider," and two regular board meetings are necessary to make that change. Next board session scheduled Feb. 11-12 (one was held last week). Meanwhile, Mr. McConnell is scheduled to leave today (Mon.) for extended vacation, mostly in Florida. Slated to return to New York at end of February, which dovetails with original reports he would move to Colgate in early March [B•T, Jan. 5].

THERE IS increased sentiment in Eisenhower top echelon for radio-TV personage in official White House family. Thus it's certainty that James C. Hagerty, press secretary, will have as his right hand bower, one versed in radio-TV, including production end, to handle news contacts as well as presidential appearances. And it's going to be full-time job.

WHEN FCC last week granted Chicago area its first uhf station—Ch. 26 to Rep. Richard W. Hoffman (R-Ill.) owner of WHFC—it at same time had before it uncontested application of WIND for uhf Ch. 20. This was

(Continued on page 6)

MEADE RETIRING AT Y&R; WOLFF WILL SUCCEED HIM

EVERARD W. MEADE, vice president and director of Young & Rubicam's radio-TV department, is retiring effective March 15, and Nat Wolff, vice president in charge of radio-TV production, will succeed him, S. S. Larmon, agency president, disclosed in announcement for release today (Monday).

Mr. Meade, 43, with Y&R for nearly five years and member of its executive committee, is retiring from advertising field to return to his home in Charlottesville, Va., to write for television and lecture on radio and television writing and producing.

Mr. Wolff has been with agency since December 1951 and has been active in writing and producing radio and television programs and motion pictures in Hollywood.

WHITE HOARSE

THAT DEEP hoarseness in Frank White's voice last week was hard-earned, but, colleagues said, well worth it in employe relations. New NBC president, they reported, conferred with members of every department of network's New York headquarters on Monday and Tuesday, first two business days after his election. Colleagues also felt his technique was ingenius as well as effective. In addition to personal approach that goes with small-group meetings, he introduced get-acquainted note by arranging to have groups made up of members of departments that don't regularly come in contact with each other.

TALENT SIGNED BY NBC

HELEN HALPIN, comedienne, and Betty Ann Grove, singer and comedienne, have been signed by NBC to long-term talent-development contract. NBC claims to be first network to sign new talent in this manner.

BUSINESS BRIEFLY

RADIO SPOT ● General Electric TV sets to start additional six-week radio spot announcement campaign on Feb. 2 in areas GE feels need additional promotion. Maxon Inc., New York, is agency.

TEXAS ONLY ● Gillette Co. placing saturation radio spot announcement campaign for eight weeks in Texas only, starting Jan. 19. Maxon Inc., New York, is agency.

KENT TEST ● Kent Cigarettes, through Young & Rubicam, New York, planning radio daytime minutes and participations-program schedule in Miami for 13-week test.

MINUTE POTATO ● General Foods' new product, Minute Potato, which had been tested in Minneapolis and Detroit, expected to use radio spots in Indianapolis next. Firm uses mostly women's participation shows and is expected to go into general expansion schedule if tests prove successful.

21 MARKETS ● General Foods, New York (Wigwam syrup), through Benton & Bowles, New York, preparing radio spot announcement drive to begin Jan. 26 in about 21 markets. One-minute E. T.'s will be used for 13 weeks or longer.

CASHMERE SPOTS ● Cashmere Bouquet, New York, starting radio spot campaign in most markets—with few exceptions—which it previously used. Spots start Jan. 19 to run through to Dec. 31. Agency is Sherman & Marquette, New York.

GEYER NAMED ● Flotill Products Inc., New York (Tasti-Diet), names Geyer Adv., that city, to handle its advertising effective immediately.

NCAA Refuses to End Grid Monopoly

SKELETON coverage of college football in 1953 voted by National Collegiate Athletic Assn. late Friday at annual Washington convention. NCAA adopted its TV Committee policy recommendation by vote of 172 to 13 after brief discussion (see early story page 55).

New NCAA policy follows general lines of 1952 schedule, with general limit of one-network contract, one game per Saturday and one appearance per college. Some relaxation expected, however, to meet public demand for telecasting of games having regional interest.

NCAA's action was criticized Friday evening by Harold E. Fellows, NARTB president. He voiced "deep regret" and said sole responsibility for controlled accessibility to college football on TV rests with NCAA. On behalf of TV industry he opposed any plan that limits program sources available to public.

NCAA TV Committee submitted report to convention Thursday. It expired with Friday's vote and new committee is to be named soon. This group will adopt new plan after hearings and after watching Dept. of Justice case against National Football League, which goes to trial Jan. 26.

Fr. Edmund P. Joyce, Notre Dame vice president, called NCAA's plan artificial control that isn't going to last. He argued NCAA cannot equalize attendance in stadiums or force people to attend games by legislation.

"TV is a great advertising medium," he said, "and should be used to promote football." He said 50 million can see game telecasts Saturday compared to 1½ million who actually go to stadiums. He called NCAA plan reactionary, of doubtful legality and socialistic. He said 1953 program should give more emphasis on academic achievements of colleges. Accumulation of funds for distribution among colleges would be "dangerous," he said, suggesting schools don't share endowments or profits from scientific discoveries.

Francis Murray, U. of Pennsylvania, said TV has not affected gate in that area during 11 years of football telecasting in Philadelphia. "In a short time you'll all be struggling to get on TV," he predicted.

Vote at 1952 NCAA convention for controlled TV was 163-8. Friday's action taken on motion by Robert Browne, U. of Illinois, and second by David E. Reese, commissioner of Mid-American Conference.

for more AT DEADLINE turn page ➤

XUM

at deadline

INCREASE MEMBERSHIP OF NINE COMMITTEES

SENATE voted Friday to increase membership of nine major committees and to reduce number of committeemen of four committees.

Among committees which will be increased from 13 to 15 is Senate Interstate & Foreign Commerce Committee which has jurisdiction over broadcasting matters.

There has been some talk that House Committee on Committees was planning to cut down size of lower House's committees from 30 to 27.

Among names of prospective new members of Senate Commerce Committee these, among others, have been mentioned during last week: Republicans Francis Case (S. D.), Andrew F. Schoeppel (Kan.), John M. Butler (Md.), J. Glenn Beall (Md.), and Democrats Russell B. Long (La.) and George A. Smathers (Fla.).

Reports also continue to circulate that Sen. Homer E. Capehart (R-Ind.), member of Senate Commerce's communications subcommittee and former radio-phonograph manufacturer, might give up his Commerce Committee post in view of his probable chairmanship of Senate Banking & Currency Committee and desire for post with Foreign Relations Committee.

MORE GROUP D GRANTS

FCC Broadcast Bureau last week approved 12 more requests from pre-freeze TV stations for power boosts. Also, two STA's were granted, and there were four miscellaneous requests granted.

SPECIAL TEMPORARY AUTHORITY GRANTED

WJTV (TV) Jackson, Miss. Granted STA for commercial operation; effective Jan. 10.

WISE-TV Asheville, N. C. Granted STA for interim operation from Beaucatcher Mtn., in Asheville, instead of from site specified in CP. (Station does not expect to go on air for several months, however.)

GROUP D GRANTS
Listed by States

WNBW (TV) Washington, D. C. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft.

WAGA-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 530 ft.

WSB-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 930 ft.

WHBF-TV Rock Island, Ill. Granted ERP 100 kw visual, 50 kw aural.

WAAM (TV) Baltimore, Md. Granted ERP 26 kw visual, 13 kw aural, antenna 530 ft.

WMAR-TV Baltimore, Md. Granted ERP 100 kw visual, 50 kw aural, antenna 380 ft.

WCBS-TV New York. Granted ERP 42 kw visual, 21 kw aural, antenna 1,300 ft.

WJZ-TV New York. Granted 110 kw visual, 55 kw aural, antenna 1,380 ft.

WNBT (TV) New York. Granted ERP 30 kw visual, 15 kw aural; antenna 1,440 ft.

WOR-TV New York. Granted ERP 316 kw visual, 158 kw aural, antenna 970 ft.

WPIX (TV) New York. Granted ERP 100 kw visual, 50 kw aural, antenna 1,410 ft.

WTVN (TV) Columbus, Ohio. Granted ERP 100 kw visual, 50 kw aural, antenna 540 ft.

OTHER GRANTS

WKAB-TV Mobile, Ala. Granted ERP 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. (uhf Ch. 48).

WBKB (TV) Chicago, Ill. Granted STA to operate with transmitter output power of 5 kw visual, 2.5 kw aural, until April 4, 1953. Conditional.

KFDA-TV Amarillo, Tex. Granted authority to move studio location to SE intersection of Ong St. (extended) and West Cherry Ave., about 2.8 mi. north of Amarillo city limits.

NBC-TV, New York. Granted extension of authority to furnish XELD-TV Matamoros, Mexico, with kinescope recordings of TV programs until Feb. 1, 1954.

WTVI (TV) NAMES WEED

WTVI (TV) Belleville, Ill.—St. Louis, appoints Weed & Co. as its station representative. Station expects to take air in May.

In this Issue—

Sen. Tobey, slated as chairman of the Senate Interstate & Foreign Commerce Committee, throws a monkey wrench into the proposed merger of ABC and United Paramount. He asks FCC to hold up decision on the case and announces Senate hearings on possible legislation to prevent movies from moving in on TV. *Page 23.*

Justice Dept. seeks to revoke licenses of WDAF-AM-TV Kansas City as part of civil anti-trust suit against the parent company, Kansas City Star Co., charging the newspaper-radio-TV operation with "monopolizing the dissemination of news and advertising." Roy Roberts, chairman of the board and president, says the suit is groundless and politically motivated. *Page 23.*

Baltimore schools are closed by strike of municipal workers, but education goes on over radio and TV. *Page 25.*

Study of department stores' use of radio shows that radio's customary fixed schedules of "same time, same day, same station" won't do for them. Radio should adopt newspaper techniques of "lots of advertising today and little or none tomorrow." *Page 26.*

Political broadcasting law is up for revision in the House. O'Hara bill, which died in 82d Congress, is reintroduced, and Horan bill, also a casualty last year, is scheduled for resubmission. *Page 38.*

Football telecasting problem monopolizes agenda of annual convention of the National Collegiate Athletic Assn. Majority of colleges like the controlled, chosen-instrument policy of 1952. *Page 55.*

Standards of compatible color television system expected to be drawn up at meeting of National Television Systems Committee next Friday. *Page 57.*

FCC wants $8 million budget for fiscal 1954. It's $1,591,540 more than was appropriated for fiscal 1953. *Page 27.*

Gross time sales in 1952 on ABC and MBS, by advertisers and agencies, are reported on *Page 28.*

FCC grants 11 more TV stations, including the seventh non-commercial, educational CP to New York State. *Page 55.*

Upcoming

Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

(Other Upcomings on Page 38)

Closed Circuit

(Continued from page 5)

passed over because of identity of H. Leslie Atlass, CBS vice president, with WIND along with his brother, Ralph L. Atlass. FCC, it's understood, wanted further information in view of pending acquisition of WBKB (TV) by CBS from Balaban & Katz (United Paramount subsidiary) for $6,000,000. Atlasses, however, are not major stockholders in CBS and it's presumed situation will be cleared up.

SPECTRE OF G. A. (Dick) Richards case has arisen to haunt FCC in GOP party councils. Number of highly placed Republicans feel that FCC hastened death of late principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles in so-called "news-slanting" case. This has caused travail and is mainly responsible for insistent demand that there be "top to bottom" staff reorganization of FCC.

ANOTHER "MARRIAGE" proposal before FCC went by boards last week pending further study. It involves Macon Television Co. (WBML and WNEX) Macon, Ga., for Ch. 47, with "middleman" to hold balance of power. FCC failed to agree, because of prospect that additional UHF channel can be assigned Macon, making possible grants to each party. This on theory that mergers should be considered as last resort, when to do otherwise, would tie up applicants in litigation and deny public of prompt service.

DESPITE proposed increase of $1.5 million in new total of $8 million in budget for FCC for fiscal 1954 sent to Congress Friday (story page 27), FCC spent hapless hours same day trying to solve its personnel-budget problems. Morale at FCC is at low ebb, notably among professionals who fear GOP axing in all branches. Many stenos and typists already have quit and engineers are eying outside prospects which pay infinitely better.

FCC itself isn't deluded by President Truman's proposed budget increase. Members know that new GOP Congress is economy-bent, and that steep cut will be proposed. Between now and June 30, FCC, which has been deficit-spending, must trim its costs to come within its $6 million legal budget.

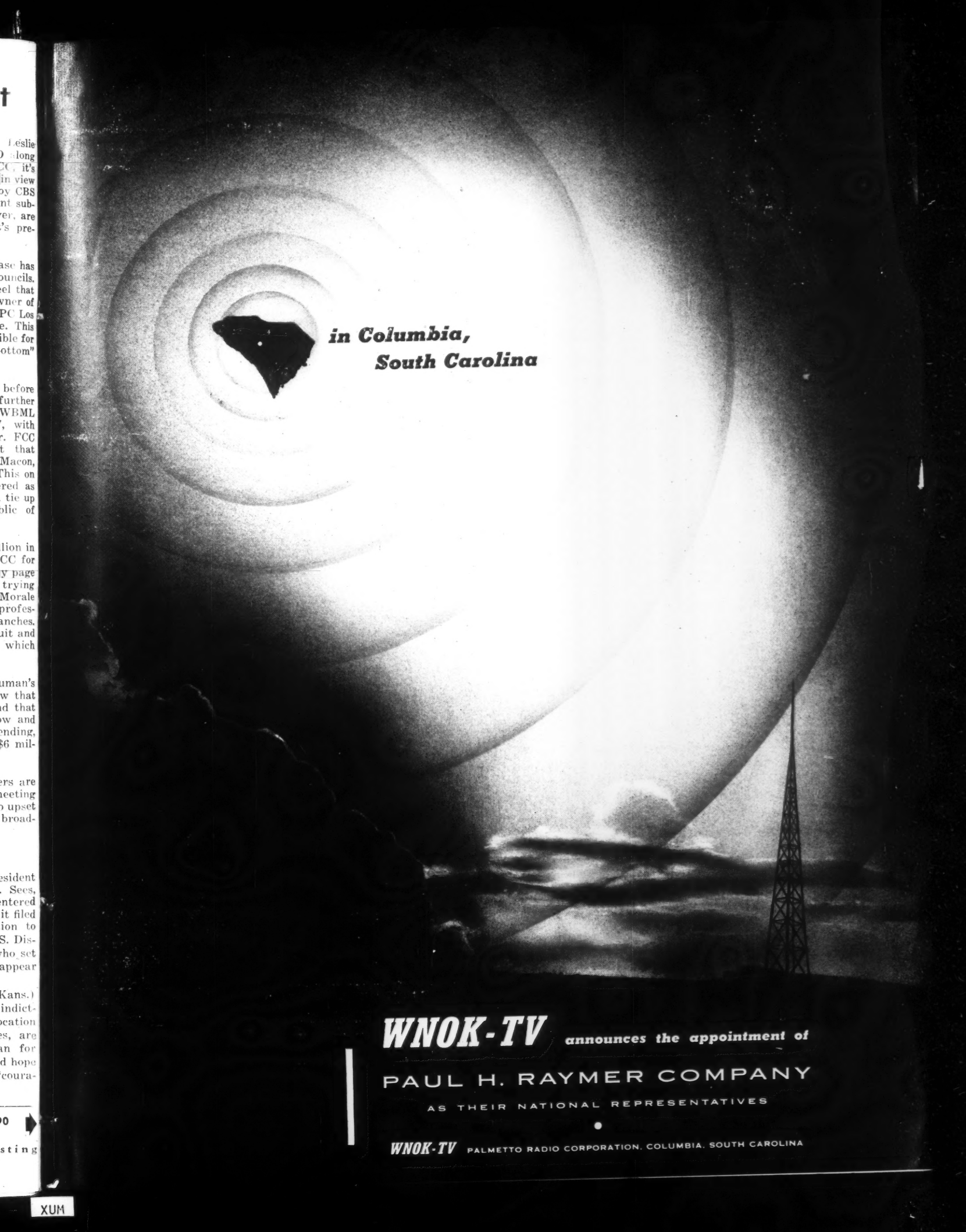
WHILE NARTB convention programmers are keeping agenda for Los Angeles spring meeting under tight wraps, it's known they plan to upset recent custom by selecting outstanding broadcaster to deliver keynote address.

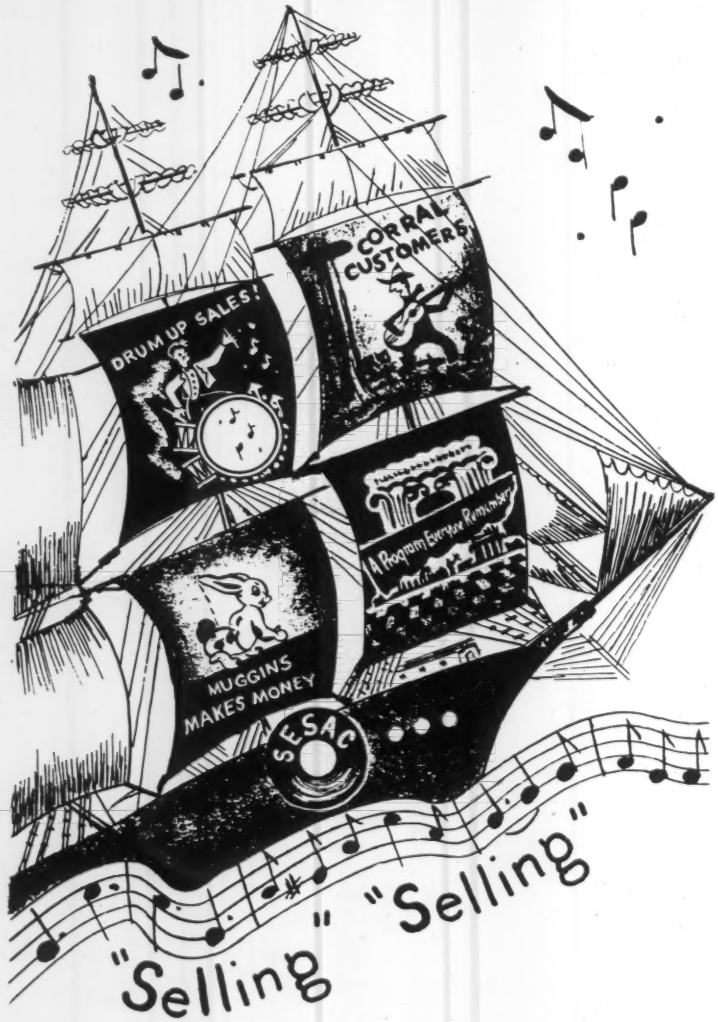
STAR PLEADS INNOCENT

ATTORNEYS for Roy A. Roberts, president of Kansas City Star Co., and Emil A. Sees, treasurer and advertising director, entered pleas of innocent Friday on anti-trust suit filed by Justice Dept. Pleas with "reservation to withdraw" within 90 days denied by U. S. District Court Judge Richard M. Duncan, who set 60-day limit. Defendants not required to appear for arraignments.

Meanwhile, Sen. Frank Carlson (R-Kans.) charged that allegations in grand jury indictment and anti-trust suit, which asks revocation of WDAF-AM-TV Kansas City licenses, are "punitive action" by President Truman for *Star's* vote fraud exposure. He expressed hope Eisenhower administration will act "courageously" on suit. (See story page 23.)

for more AT DEADLINE see page 90


in Columbia,
South Carolina
WNOK-TV announces the appointment of
PAUL H. RAYMER COMPANY
AS THEIR NATIONAL REPRESENTATIVES
WNOK-TV PALMETTO RADIO CORPORATION, COLUMBIA, SOUTH CAROLINA



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And there's smooth sailing after he's signed. You get over 4,300 varied musical selections recorded by the best musicians in the business, network-quality scripts, program notes, and a catalog of bridges, moods and themes. This complete, profit-producing service costs as little as $45 a month, based on advertising rates.

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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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•Reg. U. S. Patent Office

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YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

The double-barreled power of the Fetzer operation, can help you "bag the limit" in Western Michigan. That's WKZO-TV in television, WKZO-WJEF in radio.

TELEVISION

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its sharp Channel 3 picture effectively serves a 28-county area which boasts 58.1% of Michigan's non-Detroit population . . . 60.1% of its non-Detroit retail sales. WKZO-TV reaches more than a quarter million television homes — or more TV homes than are available in Atlanta, Kansas City or Seattle. And here's the payoff: The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% *more evening viewers!*

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's one outstanding radio buy. Both are so far ahead of competition in their home cities that they deliver 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids. *Yet they cost 20% less!* Rural coverage is tremendous, too. 1949 BMB figures showed that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—*up 52.9% at night, 46.7% in the daytime!* And there is good reason to believe that similar increases have occurred since 1949.

It will pay you to get all the facts—write direct or ask Avery-Knodel.

* *J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

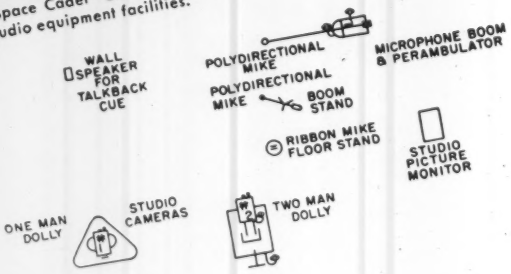
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

75 Years of G-E

YOUR COMPLETE LINE OF

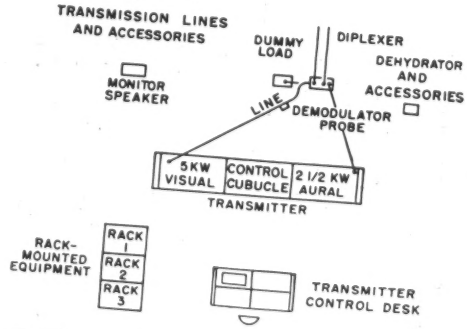
STUDIO

"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.

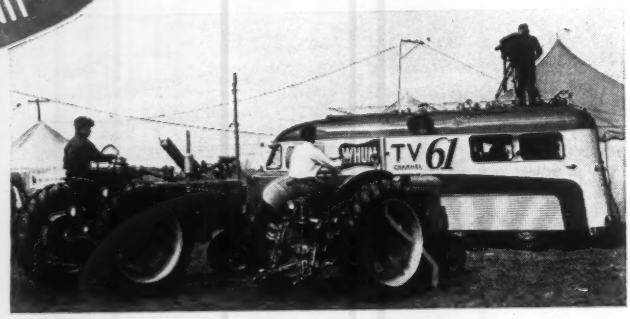


TRANSMITTER

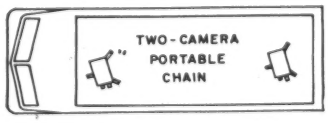
G-E transmitter equipment in CBS-Empire State Building, New York installation.



MOBILE UNIT



G-E mobile truck used by WHUM-TV.

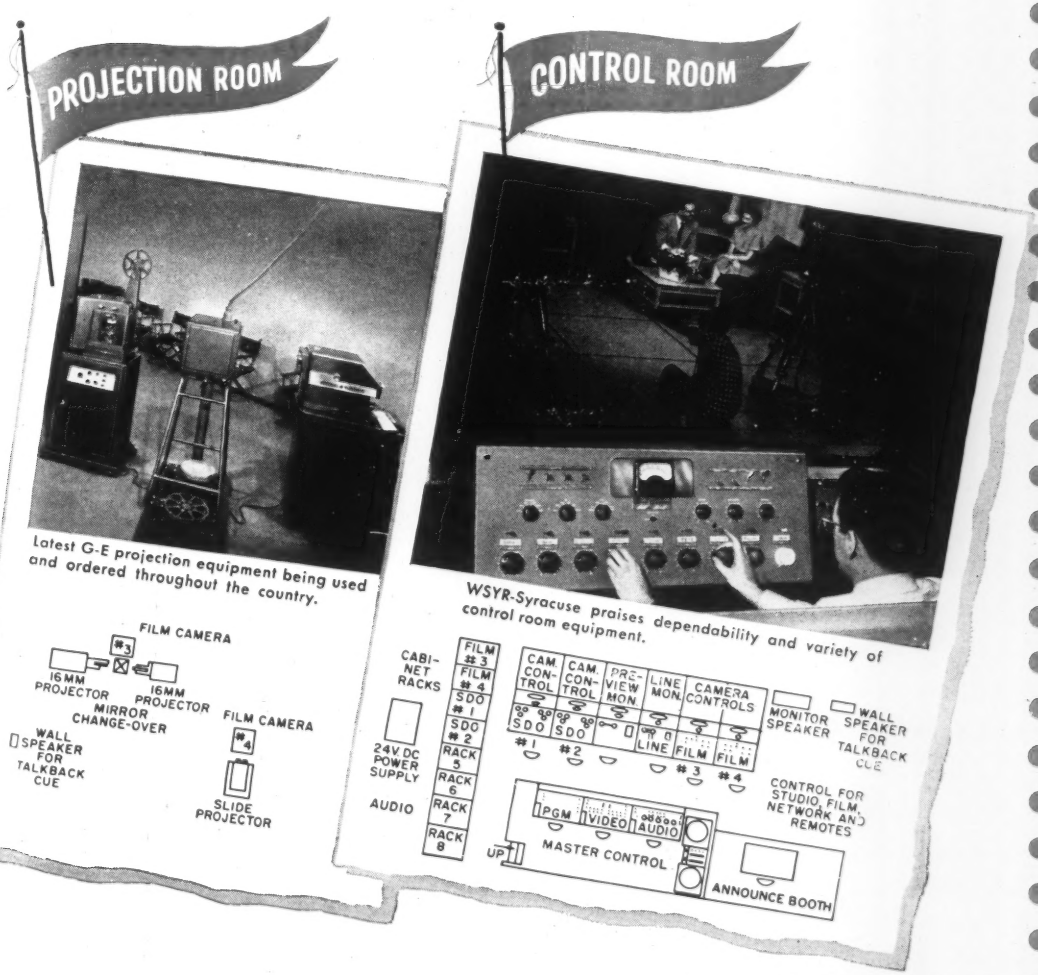


PORTABLE VIDEO & AUDIO EQUIPMENT

Pioneering behind

V EQUIPMENT!

FROM the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the *world*—is backed by G-E's 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write: *General Electric Company, Section 213-12, Electronics Park, Syracuse, New York.*



Latest G-E projection equipment being used and ordered throughout the country.

WSYR-Syracuse praises dependability and variety of control room equipment.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

1878 **75** 1953

YEARS OF ELECTRICAL PROGRESS

1928

First demonstration of television broadcasting.

First TV play..."The Queen's Messenger." G-E station WGY, Schenectady.

First "remote TV pick-up" on record. Gov. Smith's acceptance of democratic nomination for President.

1930

First transoceanic TV broadcast. Schenectady, N. Y. to Sydney, Australia.

1939

First long-distance reception of modern high definition television...in Schenectady, 129 miles and 7900 feet below line of sight from New York City.

1940

First TV network. New York City programs brought to the Schenectady-Albany-Troy area via 5-hop G-E microwave.

Color television demonstrated.

1941

Increased transmitter power to make WRGB the highest power television station in the world.

1950

First high power UHF TV transmitter. High power klystron tube.

1951

First high-gain side-fire type of helical antenna for UHF TV transmission.

1952

Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

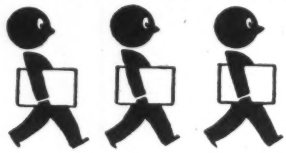
XUM

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

PETER G. LEVATHES, head of TV and sales manager of Movietone, production subsidiary of 20th Century-Fox, to Young & Rubicam, N. Y., as vice president on special assignments.

CHARLES L. HOTCHKISS, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., to Dancer-Fitzgerald-McDougall Inc., S. F., in same capacity and as account executive on Falstaff Brewing Corp. account.

DWAYNE MOORE, formerly with Lennen & Newell and McCann-Erickson, both N. Y., to Benton & Bowles, that city, as head of media research.

ARTHUR PORTER elected vice president in charge of media at Leo Burnett Co., Chicago. **F. STROTHER CARY Jr.,** former assistant to executive vice president, elected administrative vice president.

YALE SHAFER, Neff-Rogow, N. Y., to Frank B. Sawdon Inc., N. Y., as assistant to **JERRY BESS,** vice president in charge of radio and television activities of Robert Hall Clothes.

on all accounts

MORE old-fashioned integrity and business ethics are needed in advertising today, according to William Thomas Crago, radio-television director of Los Angeles' Leonard Shane Adv. Agency.

Having chalked up more than 20 years in broadcasting and advertising fields, he believes many advertisers and their agencies, in an effort to achieve a quick goal, are by-passing the very virtues that make advertising men and women proud of their profession.

Pointing to the harm done by such methods of operation, he contends that "advertising is one of the major phases of public relations, and, regardless of the media, it is intended to earn lasting friends for the sponsor. It is one of the essential elements in building good will."

Keep it honest and above reproach, is his business philosophy and one which is also maintained by the three-year-old agency with which he is now associated.

A native of Youngstown, Ohio, Mr. Crago completed his formal education in Cleveland. Having a fine baritone voice, he worked in a gas station before and after graduating from high school to pay for singing lessons.

Eugene Carr, now associated with a Canton, Ohio, newspaper, and then program director of WTAM and later WGAR, both in Cleveland, took an interest in the youth. Mr. Carr coached him in microphone techniques and later gave him various announcing assignments.

Becoming radio director and copywriter for the Gordon Vichek Adv. Agency in late 1933, the 20-year-old Crago resigned about 18 months later to join Muzak's wired radio in Cleveland as announcer. Next step was WXYZ Detroit where he was announcer-writer-producer.

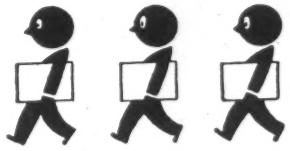
Mr. CRAGO

In early 1937 he joined NBC in Chicago as staff announcer. A transfer to WRC and WMAL, then the NBC Red and Blue Washington, D. C., stations, followed 12 months later. Besides handling news, Mr. Crago did a man-on-the-street broadcast, covered a number of special events of national importance and interviewed nearly every important person that came to town.

Besides handling NBC's first full-time TV experiment from that city in January 1939, he also announced the third inaugural broadcast of

(Continued on page 79)

beat



CHARLES MITTELSTADT transfers to Chicago office of Campbell-Mithun as account executive from agency's office in Minneapolis.

LESTER H. SENHOLZI, Chas. Pfizer & Co., N. Y., to John Mather Lupton Co., same city, as account executive and special market analyst.

W. A. KRAUSE Jr. to Bruce B. Brewer & Co., Minneapolis, as account executive on Cargill and Lan-O-Sheen accounts.

CODY SATTLEY rejoins Leo Burnett Co., Chicago, as account executive on Pure Oil Co. account.

FRANCESCA FAVUZZA appointed art director, Budd Gore & Co., Chicago.

CARROLL O'ROURKE, account executive, MacWilkins, Cole & Weber, Portland, Ore., elected president of Oregon Adv. Club.

IRWIN KURTZ, account executive, Milton Weinberg Adv. Co., L. A., to Edwards Agency, that city, in same capacity.

VIVIAN McMURTREY, advertising-sales promotion manager, Olds & King Department Store, Portland, Ore., to Neale Adv. Assoc., L. A., as copy chief.

ANN BUCKERTON, executive secretary, Peoria Adv. & Selling Club, to staff of Adv. Federation of America, N. Y.

CHARLES V. DAVIS, L. A. manager, Barnes Chase Co., elected vice president.

RICHARD COLE, Cole Adv., Omaha, to Hal Neimann Assoc., Denver, as sales counselor and copy chief.

PAUL C. PHILLIPS, head of TV programming and production, N. W. Ayer & Son, N. Y., to Factor-Breyer Inc., L. A. as radio-TV director.

GUY CARON, manager of CJNT Quebec City, to radio department F. H. Hayhurst Co. Ltd., Montreal. **JOHN BERMINGHAM** named radio production assistant of same agency's Toronto office. **DOUG LONEY**, formerly of CKCL Truro, N. S., and MacLaren Adv. Co., Toronto, appointed timebuyer, F. H. Hayhurst Co., Toronto.

ERNEST J. HODGES, owner of own public relations firm, S. F., to Guild, Bascom & Bonfigli Inc., that city, as vice president and account executive.

WALLACE X. ARON, vice president, and **RICHARD L. LEMEN**, art director, Richard N. Meltzer Adv. Inc., S. F., elected executive vice president and vice president, respectively.

ALFRED G. ROTHMAN, general manager, David S. Hillman Inc., L. A., has opened his own Hollywood office at 6000 Sunset Blvd. to specialize in ad agency accounting and management counsel. Telephone is Hillside 8383.

ROBERT L. PICKERING Adv. Agency, S. F., opens branch office at 2063 Mountain Blvd., Oakland.

NEEDHAM, LOUIS & BRORBY, Chicago, has opened new offices in New York at 730 Fifth Ave. **RICHARD L. EASTLAND** is manager.

GEORGE V. GENZMER Jr., national director of retail representatives, *Life* magazine, N. Y., to Erwin, Wasey & Co., L. A., as merchandising director.

WRIGHT-CAMPBELL Adv., Chicago, relocates at 203 N. Wabash Ave. Telephone number is Central 6-6440.

KENT GOODMAN ADV., Hollywood, moves to 6047 Hollywood Blvd. Telephone is Gladstone 7168.

WILLIAM HART ADLER Inc., Chicago, moved to larger offices at 919 N. Michigan Ave. Telephone is Whitehall 4-5210.

H. M. GARDNER Assoc., L. A., moves to 3450 Wilshire Blvd. Telephone is Dunkirk 5-1474.

CRACKER BARREL PHILOSOPHER
.... CRACKER JACK SALESMAN !

Joe Wesp and his mike bring home the bacon when selling the prosperous farmers of Western New York

Down on the farm they all listen to Joe! Yes, every day, Monday through Saturday, the well-fixed farmers of Western New York's rich farm area tune in WBEN to hear what their friend Joe Wesp has to say. For country boy Joe — born and raised on a farm himself — knows the kind of radio programming farmers like, and how to give it to them in their own language. His early morning show features livestock and produce prices, news, music and personal interviews — and best of all, bits of Joe's own brand of homespun philosophy.

Joe keeps his point of view up to date by making frequent visits to his rural friends. His many field trips include cross country buggy jaunts, helicopter hops, and visits to county fairs to record on-the-spot interviews for broadcasting on WBEN.

Count on friendly Joe to sell *YOUR* product in a friendly way to one of the richest markets in rich New York State.

Ask Henry I. Christal, about availabilities on WBEN's daily farm program — 5:30-6:00 A. M.

WBEN
NBC IN BUFFALO

PURINA Salutes the WINNING STATIONS

in their BOWL GAME

FARM RADIO MERCHANDISING CONTEST

RADIO PUT THESE "LIVE DEMONSTRATIONS" OVER WITH A BANG

RADIO AGAIN PROVES TO BE POWERFUL LOCAL PROMOTION FOR PURINA DEALERS

The twenty-three radio stations whose pennants fly over the Purina Bowl Game stadium on the opposite page are the cream of the crop of America's farm radio merchandisers. Because they know how to make farm radio really sell at the local level, two representatives of each station received all-expense trips to New Year's Bowl Games at Purina's expense. They were accompanied by the Purina Dealers they had helped during September, October and November with local store promotions.

ENTRIES DOUBLED IN '52

Competition was keen and the judges had a hard time picking the winners. There were twice as many entries as in 1951. And almost every one represented an outstanding local promotion job—a magnificent example of cooperation between station and dealer at the local level.

IDEAS UNLIMITED

The job was to help Purina Dealers promote two live demonstrations in their stores . . . the "Mike & Ike" pig-growing demonstration and the "Lay & Pay" egg-laying demonstration. Radio made these demonstrations into community projects known to every man, woman and child. There were pig scrambles, parades, dances, entertainments, fund-raising devices, contests and many more promotion ideas. They built store traffic and increased sales and prestige for the Purina Dealers. They put the radio stations in the community spotlight, too.

We thank every station, winner or loser, for the many jobs well done—for proving again that there's real power in radio. In the entries we have the proof. And as a result we say more enthusiastically than ever—"*Purina believes in farm radio!*"

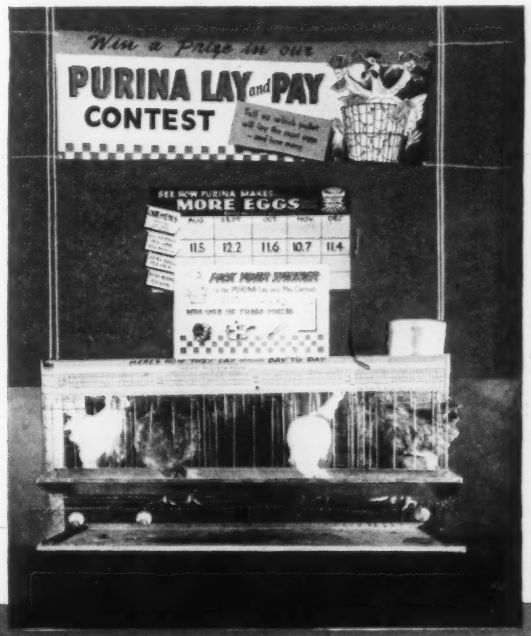
RALSTON PURINA COMPANY

G. M. Philpott, Vice-President and Advertising Director

Maury Malin, Advertising Manager Purina Chows Division

Watch Purina Mike Beat Puny Ike in Pigskin Classic
IKE
MIKE
THIS PEN DISINFECTED with PURINA DISINFECTANT
THESE PIGS CAME FROM THE FARM
THESE PIGS WORKED with PURINA PIGTAIL GRANULES

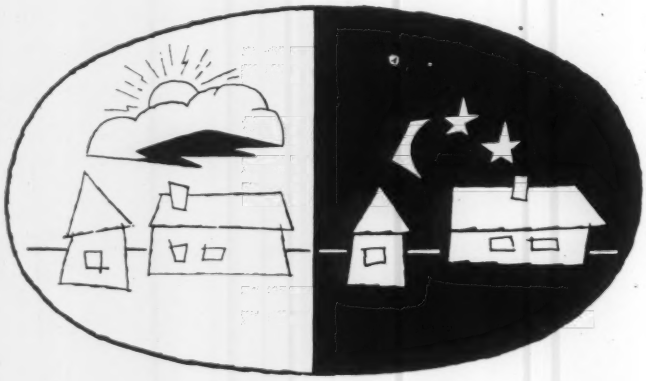
MIKE and IKE Two pigs grown in the store to demonstrate the value of proper feeding.



LAY and PAY Five hens, each from a local poultryman's flock, compete for egg-production honors.

XUM

wdod GIVES YOU 50 NIGHTTIME RADIO HOMES FOR A PENNY



wdod GIVES YOU 100 DAYTIME RADIO HOMES FOR A PENNY

And, the total audience delivered by the powerful voice of WDOD is mighty gratifying, too.

Yes, advertisers—national and local—find Chattanooga's top station their top buy in this rapidly expanding market. Add WDOD to your schedule now.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

new business

Spot • • •

RELAXACIZON SALES Inc., N. Y. (home reducing machine) has started participation sponsorship on WOR's *Breakfast with Dorothy & Dick* in New York; *Wrestling from Chicago* on WJZ-TV New York, and *Stop, Look & Listen* on WFIL-TV Philadelphia. Agency: William Warren, Jackson & Delaney, N. Y.

EVERSHARP INTERNATIONAL Inc., Toronto (pens and pencils) has started spot announcements five days weekly, on major market Canadian stations. Agency: Baker Adv. Agency Ltd., Toronto.

Network • • •

COLGATE-PALMOLIVE-PEET Co. has added eight stations on CBS Radio Network for sponsorship of *Mr. & Mrs. North* series, completing full network. The stations: WCBS New York; WCAO Baltimore; WEEI Boston; WGR Cleveland; WCAU Philadelphia; WISN Milwaukee; WFBL Syracuse and KNX Los Angeles. Agency: Sherman & Marquette, N. Y.

AMANA REFRIGERATION Inc., Amana, Iowa, to sponsor 4:15-4:30 p.m. EST, Thursday segment of *Kate Smith Hour* on NBC-TV, Mon.-Fri., 4-5 p.m. EST, starting Feb. 19. Agency: Maury, Lee & Marshall, N. Y.

TONI Co., Chicago, renews sponsorship of Mon.-Wed.-Fri., 3:15-3:50 p.m. EST segment of *Tennessee Ernie*, ABC, Mon.-Fri., 2:35-4 p.m. EST, effective Jan. 27. Company also renewed *Crime Letter From Dan Dodge* on ABC, Fri., 7-7:30 p.m. CT from Jan. 28. Agency: Leo Burnett Co., Chicago.

GENERAL PRODUCTS Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 16 CPRN stations, Sat., 9:30-9:45 p.m. PST, for 13 weeks from Jan. 24. Firm renewed same program on 40 CPRN, Arizona and Mountain stations, Sat., 7:45-8 a.m. PST, for 13 weeks from Jan. 3. Agency: Dean Simmons Adv., L. A.

Agency Appointments • • •

DELSON CANDY Co., N. Y. (mints), appoints J. Walter Thompson Co., N. Y.

HYATT BEARINGS Div., General Motors Corp., Harrison, N. J., appoints D. P. Brother & Co., Detroit. Account executive is **SHERBURNE C. BROWN.**

RADIO & TELEVISION Inc., N. Y. (Brunswick radio and TV receivers), appoints Weiss & Geller Inc., same city.

BUCHAN BAKING Co., Seattle, appoints Wallace Mackey Co., same city. Radio-TV will be used.

FOIL KRAFT Inc., L. A. (disposable aluminum foil food containers), appoints Clark Collard Adv., that city.

UNITED STATES PLYWOOD Corp. (Weldwood brand products, doors and panels), names Kenyon & Eckhardt, N. Y., effective May 1, 1953.

WRIGHT ARCH PRESERVER SHOES FOR MEN names John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone Inc., N. Y. Account executives will be **GERALD HIGGINS** in Boston and **VICTOR NORTH** in New York.

OSHKOSH BREWING Co. names C. Wendel Muench, Chicago. **HAROLD STOVER** is account executive. Radio may be used.

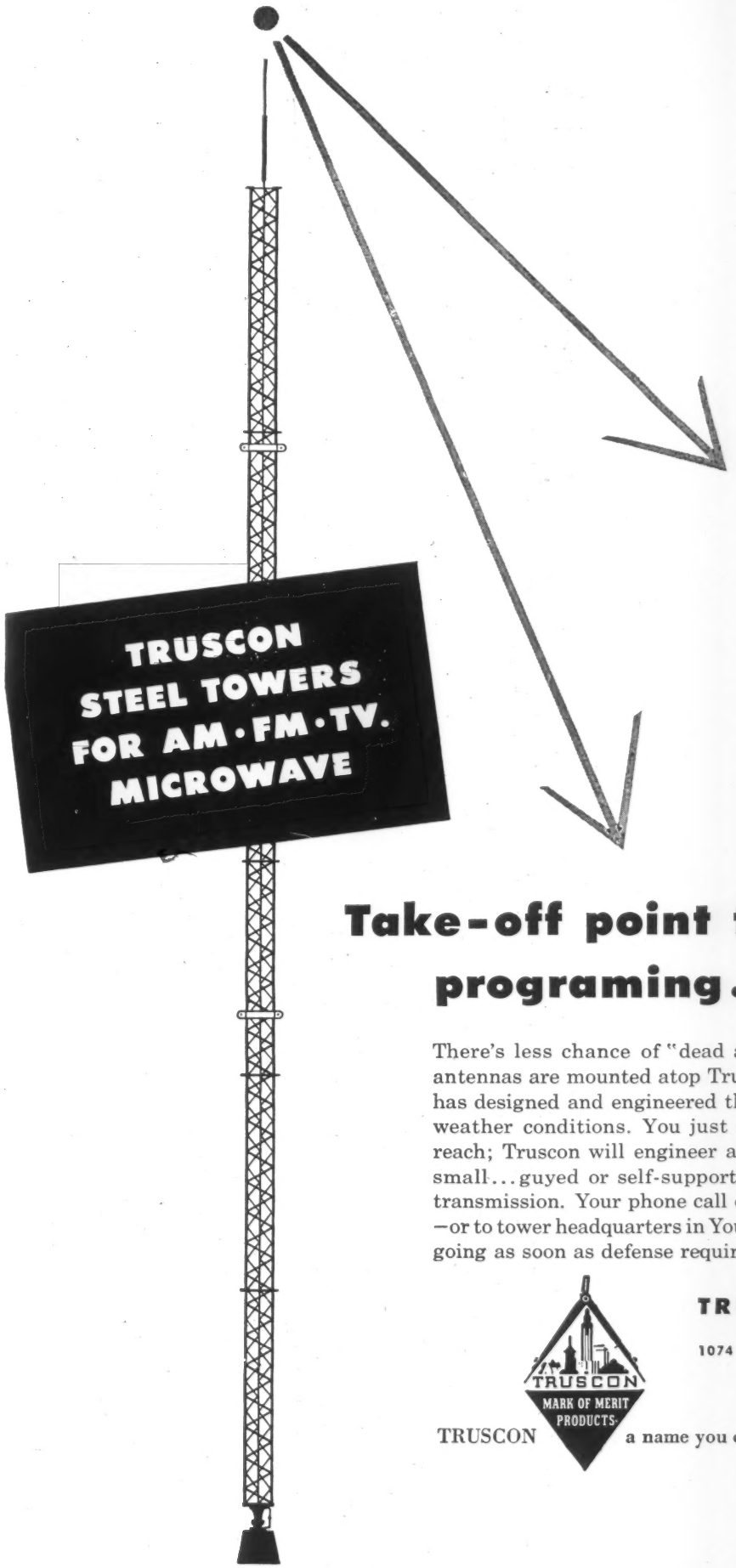
REGAL AMBER BREWING Co., S. F. (beer), appoints Guild, Bascom & Bonfigli, that city.

Adpeople • • •

PAUL S. PATTERSON appointed advertising manager of Florida Citrus Commission, Lakeland, Fla., replacing **RALPH HENRY**, promoted to director of advertising and merchandising.

DALE BUTTERFIELD, promotion department, *San Francisco Chronicle*, to Westinghouse Electric Corp., S. F., as member of sales promotion department.

DARRELL PERON, sales manager, Radio Television Supply Co., L. A., to Golden State Appliance Distributing Co., that city (Southern Calif. distributor for Admiral Corp.), in same capacity.



Take-off point for dependable programing...

There's less chance of "dead air" costing you listeners when your antennas are mounted atop Truscon towers. Truscon knows towers—has designed and engineered them to stand strong and tall under all weather conditions. You just name the height your antenna must reach; Truscon will engineer and erect the tower you need...tall or small...guyed or self-supporting...for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON — a name you can build on

RCA ANNOUNCES

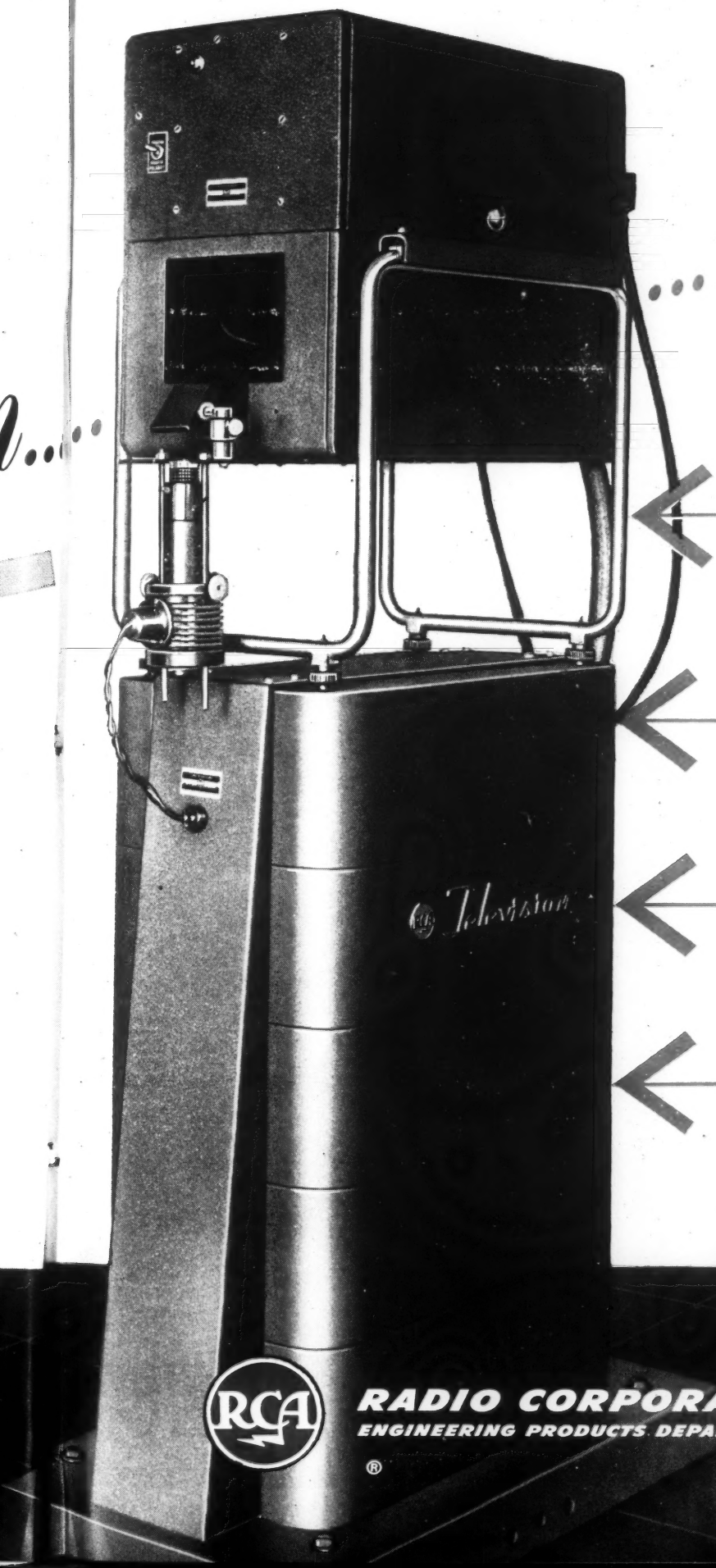
A new advanced film-camera for television...

THIS NEW FILM CAMERA does for TV film presentations what RCA's new TK-11A studio camera is doing for "live" pick-ups. The TK-20D camera provides a remarkable advancement in picture quality and operating convenience over former types—puts "live" quality into films regardless of scene content or shading. Low picture noise level compares with the low noise level of "live" pick-ups.

Operated in conjunction with an RCA TP-9B Film Multiplexer, one TK-20D Film Camera provides show continuity with any one of the following set-ups: (1) two RCA TP-16D 16mm Film Projectors, (2) two RCA TP-6A Professional Film Projectors, (3) two RCA 35mm Film Projectors, (4) one 16mm and one 35mm Film Projector, (5) or one projector of either type and a slide projector.

With TV programming emphasis more and more on films, let us help you get the most from film—with the new TK-20D. Your RCA Broadcast Sales Representative is ready to help you plan the right film system for your station—*with everything matched for best results!*

Iconoscope beam current control, with indicator. A new arrangement that takes the guesswork out of day-to-day adjustments—provides a standard of comparison to help the operator adjust for optimum picture quality. The panel mounts on the housing of the film camera console, or in the remote control console.



... Type TK-20D

- "Live" quality all the time—regardless of scene content, shading, or other adjustments. New back-lighting system, and new automatic black-level control permits the TK-20A virtually to run itself!

- "Noise-free" pictures comparable to "live" shows. New high-gain cascode preamplifier, with "noise-immune" circuits, offers 200-to-1 improvement in microphonics. No high-frequency overshoot (trailing white lines). No low-frequency trailing (smear).

- Good-bye edge flare. New edge-lighting system provides substantial reduction in stray light, improves storage characteristic, stops light beam reflections on Iconoscope mosaic. Adjustable light level is provided.

- No more a-c power line "glitches" (horizontal-bar interference)—because camera filaments are operated from a separate d-c source.

- Faithful, high-quality pictures every day—through new beam-current control circuit. No more need to "ride" the shading.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

®

XUM

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented By NBC Spot Sales

feature of the week

HOW radio—virtually single-handedly, among advertising media—built the Me Too Supermarkets in Iowa from a single store to a chain of nine, now grossing some $7 million annually, is detailed in a new presentation prepared by BAB for its members.

The eight-page booklet, released last week under the title, "The White Elephant that Radio Put in the Black," notes that Me Too started in 1937 in an old Cedar Rapids post office building which was purchased at a "White Elephant sale." The booklet continues:

"Nine cents out of every dime it spends directly for advertising its merchandise goes to radio. . . . All of its regular advertising, including the all-important Thursday effort, is by radio only. And in large part it's been that way throughout the past 14 years."

The Me Too radio formula is based on a daily "radio special" advertised on WMT Cedar Rapids—a different leader offered each day at a money-saving price to draw store traffic for both the specials and the full line of merchandise. The booklet reports:

"Me Too's advertising adds up to about six minutes of commercial time spread over 30 minutes of programming Monday through Friday; three minutes of commercial time in 15 minutes of programming on Saturday.

"It isn't much time, and in view of the gross it brings in, it isn't a very large advertising percentage (an expenditure to WMT of $14,000 annually, to realize a gross volume of upwards of $7 million—a direct advertising budget of 0.2 of 1%); but the Me Too management believes it's enough for right now.

"It's enough because if customer traffic were increased much more, the stores would need elastic walls. But most importantly, it's enough because of the way those six minutes are used, and because of the merchandising theory and practice behind those six minutes."

The chain has used no daily newspapers in the past year and a half, the booklet reports.

strictly business

IN these days of hard selling, the relationship of a station with its representative looms important.

Nobody knows this better than Clark N. Barnes, Hollywood manager of Headley-Reed Co., station representative firm. His advice for radio selling is the common sense approach that must be used in any selling job—"sell them [the agency or advertiser] on yourself and your integrity.

"In such a personal service business, you must know your properties, disseminate the right information, and if you don't know the answers, find out PDQ," he says.

Mr. Barnes has been in the business five years, starting in Hollywood as manager of Burn-Smith Co. and now with Headley-Reed since June 1951.

While he cut his teeth on radio, Mr. Barnes welcomes TV and looks forward to increasing the firm's current list of nine TV stations.

The "big future," as he puts it, is in video representation: "No one knows the limitations yet—it is like a giant slowly being awakened—but unquestionably station representatives will grow."

Mr. Barnes was born in Des Moines 38 years ago. He attended the U. of Colorado at Boulder, was a Beta Theta Pi and was graduated in 1936 a major in economics.

Mr. BARNES
. . . radio and TV a combination.

* * *

He spent three years in sales, mostly in the industrial field, before deciding to enter radio. He did so by enrolling in the Drake U. School of Radio in his home town.

First he concentrated on preparing himself on sports announcing (he has been a baseball participant and fan since childhood).

With two schoolmates and $100

(Continued on page 74)

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

LOCAL ADVERTISERS KNOW BEST!

•

LAWRENCE DRUG STORE
IS NOW IN ITS
10th
YEAR
OF CONTINUOUS SPONSORSHIP OF THE
WORLD NEWS
12:55 P.M.
Every Day of the Week
NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

we don't have a list . . .

"as long as your arm"

And, frankly, it's not because we couldn't have! Rather, H-R has a policy, born the day this organization was started three years ago, that it's better to do a REAL selling job for a limited number of stations than it would be to do a mediocre job for many.

It's not our ambition to be the *biggest* rep in the field but rather to be known as the *best*. And with that aim in view, we also have the policy of hiring only the best of men . . . hiring one man at a salary that might well be paid to two of lesser ability.

These are just two of the policies which have paid handsome dividends to our member stations. When you are thinking of national spot, we ask you to remember that H-R Representatives is the organization that always sends a Man to Do a Man's Work.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RAndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 44, No. 2 JANUARY 12, 1953

TOBEY ASKS FCC DELAY

In ABC-UPT Proposed Merger

By EARL B. ABRAMS

WITH approval of the merger of ABC and United Paramount Theatres Inc. virtually decided last week, Sen. Charles W. Tobey (R-N. H.) stepped in and made all guesses as to the outcome of the two-year-old case inconclusive.

In a wire to FCC Chairman Paul A. Walker Wednesday, Sen. Tobey implied he wanted the FCC to hold up action on the case.

He also said he was preparing to hold a hearing on the possible need for legislation to ban the amalgamation of motion picture and TV interests as tending to monopoly.

Intervention of the chairman-to-be of the radio-powerful Senate Interstate & Foreign Commerce Committee almost ensured that the final decision on the ABC-UPT merger would not be forthcoming for at least another fortnight—and certainly not until after the Inauguration of President-elect Dwight D. Eisenhower and his Republican administration.

The Commission on Tuesday discussed the Paramount case and, according to best information, a majority was in agreement that the merger should be approved. Before final action comes, however, at least three additional meetings of the FCC are indicated.

In effect, the Commission majority was prepared to accept the blanket approvals recommended by Examiner Leo Resnick in his initial decision last November [B•T, Nov. 17, 1952].

Hennock Opposition

It was understood that Comr. Frieda B. Hennock continued to oppose the merger and indicated that she would dissent. This was in line with her questioning during the day-long oral argument held Jan. 5. She is seeking staff assistance on accounting and economic aspects, it is understood.

Although Comr. Edward M. Webster did not indicate he was opposed to the merger, it was understood that he was unhappy about the legal technicalities of the transfers from the old Paramount Pictures Inc. to the new producing and theatre-owning company. This, too, he had expressed during the oral argument.

Sen. Tobey's message, by wire, was received at Chairman Walker's office Wednesday. In it he:

(1) Questioned the legality of the proposed merger.

(2) Raised questions regarding the need for legislation to prevent the combination of motion picture and TV companies on the theory that motion picture interests may dominate TV.

(3) Declared that he intended to have his committee hold hearings on the subject in two weeks.

(4) Asked Chairman Walker to distribute copies of his wire to all Commissioners so they would have time to prepare for such a hearing.

(5) Said that his committee wanted to look into the educational TV situation.

At week's end the Commission had not decided what to do about this request to postpone action on the merger. However, it was felt that the Commission would delay taking final action until after the Congressional hearings proposed by Sen. Tobey.

Sen. Tobey's interest in the ABC-UPT merger case is not new. While in Paris, as a UNESCO delegate, the New Hampshire Republican cabled Chairman Walker that he was "shocked" by the examiner's initial decision proposing the grant of the merger applications [B•T, Dec. 8, 1952].

Same attitude toward the initial decision was expressed by Sen. William Langer (R-N. D.), scheduled to assume the chairmanship of the Senate Judiciary Committee [B•T, Dec. 8, 1952].

Talked With Johnson

It was learned that Sen. Tobey talked with Sen. Edwin C. Johnson (D-Col.), outgoing chairman of the Senate Commerce Committee, and told him what he was planning to do. A check with several other holdover members of the Senate Commerce Committee showed he had not conferred with them.

During the oral argument, Sen. Tobey was in attendance during the morning hours.

Also in the audience at the oral hearing were former Sen. Burton K. Wheeler, radio-newspaper columnist Drew Pearson, as well as executives of parties in the case—ABC's Edward J. Noble, Robert E. Kintner and Robert H. Hinckley, UPT's Leonard H. Goldenson and Robert H. O'Brien, Paramount Pictures' Barney Balaban and Paul Raibourn, among others.

Ex-Sen. Wheeler's firm represents Zenith Radio Corp., TV applicant for Chicago's Ch. 2. This is the frequency UPT's WBKB is scheduled to move to under the FCC's Sixth Report and Order. As part of the merger deal, CBS is scheduled to buy WBKB from the merged company for $6 million. Zenith is contesting WBKB's move to Ch. 2 without a hearing.

Although the prime purpose of

(Continued on page 68)

WDAF ON GRID

Justice Asks Revocation

IN AN unprecedented move, the Justice Dept. last week called for revocation of licenses of WDAF-AM-TV Kansas City, Mo., in a civil anti-trust suit against the parent Kansas City Star Co.

The department announced the suit on the heels of a grand jury indictment charging the publishing firm with anti-trust violations. The company was accused of "monopolizing the dissemination of news and advertising" in Kansas City.

In an equally unprecedented move, The Star Co., instead of issuing a reply, bought display space in leading publications answering the suit. Roy A. Roberts, president, expressed "complete confidence" in the outcome.

Atty. Gen. James P. McGranery said the Justice Dept. would seek an injuction to enjoin "a continuation of the charged violations and to restore competitive conditions." The company publishes the *Kansas City Star* and *Times* and owns WDAF-AM-TV.

The department said it would ask the courts to revoke the radio-TV licenses of the Star Co. under provisions of Sec. 313 of the Communications Act—a request without precedent in broadcast annals.

The indictment, returned by the Federal Grand Jury in Kansas City last Tuesday, alleged that advertisers who bought time on WDAF were given "special discounts" (combination unit rates) for advertising in the newspapers, and that advertisers not using the papers "have been denied access to the *Star's* television station." It charged advertisers were induced to buy time on WDAF with special discounts, from 1933 to 1937.

Named as defendants, along with The Star Co., were Mr. Roberts and Emil A. Sees, treasurer and director of The Star Co. and advertising director of the evening *Star* and morning *Times*. They were to be arraigned before U. S. District Court Judge Richard M. Duncan last Friday morning.

To Ask Bill of Particulars

Mr. Roberts said the company will file a motion for a bill of particulars "so we may know just what specific allegations we have to meet and to prepare our defense." He stated it would "meet the charges headon" and "there will be no effort to quash or delay the anti-trust indictment." He added the firm would insist "on an early trial, confident that complete vindication will come from the court and jury."

Mr. Roberts also answered the government's anti-trust charges with a scathing statement imputing political motives to the outgoing Democratic administration dating back to the *Star's* probe of the celebrated Kansas City vote fraud case in 1946.

Local Washington, D. C., attorneys and FCC legal experts agreed that the request for license revocation is without precedent, though such action is clearly within the purview of the Communications Act. No such action, for example, was sought in a similar anti-trust action filed against the New Orleans Times Picayune Co. (*Times-Picayune* and *Evening States* and WTPS-AM-FM).

The U. S. District Court in New Orleans upheld certain charges and dismissed others on a complaint also involving combination unit rates for advertising in newspapers under common ownership.

The U. S. Supreme Court last November agreed to review the case March 9. A decision would have a direct bearing on the Kansas City case, it is believed.

In explaining its stand in half-page ads in leading newspapers throughout the country The Star

(Continued on page 89)

XUM

ZIV CAMPAIGN

Set for Lombardo-Gruen Show

PLANS for all-out advertising, promotion and merchandising campaigns for the new Guy Lombardo-Gruen radio show and other Ziv radio programs scheduled for 1953 were outlined last week at a Frederic W. Ziv Co. radio sales convention in Cincinnati.

In welcoming the salesmen, Frederic W. Ziv, founder and president of the company, reaffirmed his faith in radio as the "advertiser's best buy when properly and skillfully merchandised and promoted."

Alvin E. Unger, vice president in charge of radio sales, pledged that Ziv radio will continue an aggressive campaign during the coming year. He said Ziv will offer stations, advertiser and agencies many new programs, merchandising and promotional aids to assure sponsors "more than their share of 1953 business."

"We are going to support our radio advertisers and stations even to a greater degree than in the past," Mr. Unger promised. "And what's more, we are going to do this all year long."

In preparation for the campaign, Leo A. Gutman Jr., director of advertising, reported he has increased his budget and enlarged his staff.

Merchandising Plans

In announcing the campaign on behalf of the Lombardo program, Mr. Unger cited a merchandise tie-in whereby each sponsor will receive $2,500 worth of Gruen watches to distribute to his local audience. Additionally, Mr. Unger said, Ziv will implement a plan whereby each sponsor's dollar spent on radio will help his point of purchase dollar, and each point of purchase dollar will help his radio dollar.

Mr. Unger said all radio stations carrying the Lombardo program will receive free announcements cut by Mr. Lombardo, which may be used as station breaks, and other aids.

F&P Elects Hoag

HAL W. HOAG, western manager of Free & Peters, now in his 15th year with the firm, has been elected a vice president of the station representative organization, it was announced Wednesday by H. Preston Peters, president. Announcement followed a dinner in New York Tuesday at which Mr. Hoag received a scroll naming him "Colonel of 1952." Jones Scovern, eastern sales manager for radio, was "Colonel" for 1949, when F&P began the custom of so recognizing unusual growth and contribution to its business. Bill Bryan, Detroit manager, was 1950's "Colonel." In 1951, the title was not given to any individual but to the Chicago radio office as a unit.

FREDERIC W. ZIV Co. welcomes two new salesmen into the organization during Cincinnati sales convention. L to r: Sid Freeman, Great Lakes Div. sales manager and longtime Ziv salesman; Frederic W. Ziv, Ziv president; Jack Skinner, new salesman for the Indiana area, and Russ Stone, new salesman for the Buffalo, N. Y., district.

NETWORK BUYS

L&M, Beltone, Wood, Jergens Sign

NETWORK time sales were given an added boost last week with contracts for new shows by four advertisers, two signing with ABC, one with CBS Radio and the other with Mutual.

Liggett & Myers, New York (Chesterfield cigarettes), effective Jan. 26 will sponsor a five-minute news show, *Les Griffith and the News*, five times weekly on ABC radio, 7:55-8 p.m. EST. The contract, placed for Chesterfield by Cunningham & Walsh, New York, is for 52 weeks. The newscast will embrace headline news of national and international import.

Beltone Hearing Aid Co. will sponsor *Life Begins at 80*, for one time only (Wednesday) 8:30-9 p.m. also on ABC. Olian Bronner Inc., Chicago, placed the contract. The show is heard on 108 ABC radio stations.

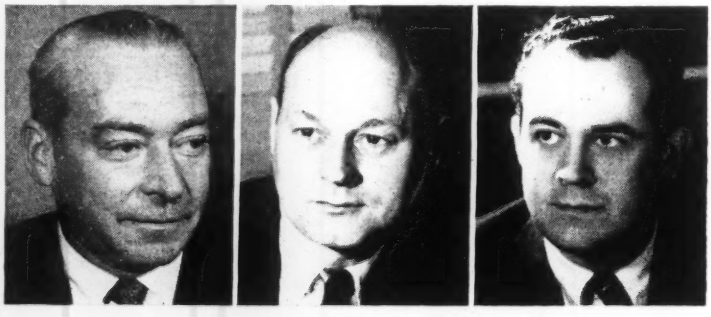
Andrew Jergens Co., Cincinnati (Jergens Lotion and All Purpose face cream), will sponsor *Time for Love*, a new weekly series of dramatic programs starring Marlene Dietrich, on CBS Radio effective Jan. 15. Miss Dietrich will play the role of Leda Saint-Ange, a mysterious international chanteuse who is followed all over the world by Michael Victor, a writer, who narrates each weekly story.

Agency for Jergens is Robert W. Orr & Assoc., New York.

J. R. Wood, New York (rings, diamonds and other jewelry), will sponsor a quarter-hour radio show featuring Lanny Ross, effective March 1, on Mutual. The program will be heard Sunday, 1:15-30 p.m. EST. BBDO, New York, agency for Wood, placed the contract for 52 weeks with 13-week options.

N. Y. Headquarters

NEW YORK offices of BROADCASTING • TELECASTING are moving today to 444 Madison Ave. The old address was at 488 Madison. Telephone number will remain Plaza 5-8385.



THREE Young & Rubicam vice presidents have been appointed to newly created posts of senior vice presidents. They are (l to r) Frank Fagan, with the firm since 1934; Harry Harding, with Y&R since 1943, and William H. Howard, who has been there since 1949. All three men will report to Louis N. Brockway, executive vice president, and each will have executive responsibility for a specific group of accounts.

C-P-P BOARD

Ups Sims, Mute on McConnell

THE BOARD of directors of Colgate-Palmolive-Peet Co. last Thursday elected William I. Sims 2d as president of Colgate-Palmolive International, a new corporation, but took no action on the expected election of former NBC President Joseph H. McConnell as president of the parent company [B•T, Jan. 5].

Failure to act on the McConnell move was construed to mean it was not on this meeting's agenda —and not that it had been considered and action deferred. Although C-P-P has contended from the outset reports linking Mr. McConnell with the Colgate presidency were "premature," reliable sources just as steadily have maintained the reports will be proved true.

Feb. 11-12 Meeting

Next C-P-P board meeting, it was reported, is set for Feb. 11-12. There was no indication that Mr. McConnell's name either would or would not come up at that time. Earlier reports, however, indicated he was expected to join Colgate about March 1.

Mr. McConnell's resignation from NBC and the election of Vice President and General Manager Frank White to succeed him both as president and as member of the NBC board of directors were announced Jan. 2. At that time, and since, NBC officials have declined to comment on Mr. McConnell's future plans except to say he left "to join a company in another industry, and his new position will be announced by that company in the near future."

E. H. Little, Colgate's present president, who is expected to become board chairman upon Mr. McConnell's assumption of office, announced election of Mr. Sims as president of the new Colgate-Palmolive International, formed to aid in coordinating Colgate's foreign operations, carried on through 25 subsidiaries, four branches and an export department.

Other Board Actions

Mr. Sims also was elected to the executive committee of C-P-P and will continue as executive vice president in charge of its foreign business. The announcement said Colgate employes outside the U. S. number about 9,900 and that Colgate's foreign sales in 1951 exceeded $122 million. Sales for 1952 have not been disclosed.

BBDO's Duffy to Talk

BEN DUFFY, president of BBDO, New York, will speak Wednesday at a luncheon of the New York Young Men and Young Women's Republican Clubs, discussing "Campaign Advertising."

BALTIMORE SCHOOL STRIKE

Educators Laud Radio-TV Aid

By JOHN OSBON

EDUCATORS last week raised their voices in acclaim for commercial broadcasters who helped Baltimore weather a storm precipitated by a strike that capsized two-thirds of the city's public schools.

The Baltimore experiment in air education proved a spontaneous success as radio and television once again demonstrated their value in an emergency, beaming classes at some 80,000 pupils kept home from over 100 of the city's 175 schools.

So keen was the interest that newsmen from out-of-town magazines and newspapers converged on Baltimore to get a first-hand view of education over commercial broadcasting facilities in an unprecedented local crisis.

Interest in this experiment, in fact, exceeded that in the strike of the city's municipal workers, who forced schools to close for lack of heat. There were indications late Thursday that schools would reopen shortly.

The Baltimore Dept. of Education took a sample random survey of a few thousand pupils in half-a-dozen schools and reported that attendance at their telesets was nearly 100%—though many pupils themselves indicated they would prefer education in the classroom rather than by television.

Dr. William Lemmel, superintendent of public instruction who rallied support for the radio-TV classes and organized the experiment, termed response of broadcasters, "most heartening."

Favorable Comments

Jack Dey, member of the Dept. of Education's radio-TV section, said there was considerable favorable comments from educational, civic and religious groups and lauded broadcasters for their cooperation. Mr. Dey worked along with Eleanora Kane, of that section, supervising some of the telecasts.

Dr. Harry C. Byrd, president of U. of Maryland, also acknowledged support of the industry. He told BROADCASTING • TELECASTING that stations had done a commendable job. He acknowledged that many educational institutions might find it difficult to raise funds for television stations to present programs on a regular basis.

Dr. Byrd spoke at a *McCall's* magazine awards dinner in Baltimore Thursday evening, but did not comment specifically on the city's school emergency. He cited TV's tremendous potentialities.

Credit for proposing the TV classroom plan to the Board of Education goes to WBAL-TV, which offered its facilities immediately after the strike was called New Year's Day [AT DEADLINE, Jan. 5]. Suggestion that all Baltimore radio-TV outlets participate was part of the proposal.

D. L. (Tony) Provost, vice president and general manager of WBAL-AM-TV, noted the station's policy on community service and stated:

"Since this is the first time that television has been used to such a large extent for educational purposes, it will be interesting to watch and see how effective teaching by television can be. Certainly the commercial broadcasters have proved once again that they will do everything possible in an emergency, whether it be for education or for anything else."

Mr. Provost said he felt that this experiment "could very well decide whether or not it is advisable for educational institutions to build television stations of their own." He noted the Board of Education's sample survey indicating many pupils' preference for education in the classroom.

Some educators were not immediately prepared to evaluate the success of the TV classes. The Board of Education said beforehand there would be "defects" and the experiment would be "something less than perfect."

A *Washington Evening Star* staff correspondent, Jack Jonas, summed it up this way:

"It would have to be more lively to compete with space cadets and cowboy heroes—not enough Indians were biting the dust."

The strike was called New Year's Day, forcing closure of 107 of the city's 174 public schools. Some 3,300 employes, including janitors, refuse collectors, engineers, firemen and other municipal workers, were involved.

37 Hours Offered

The job of allocating classes to the different radio and TV outlets fell to the Baltimore Dept. of Education, which found itself hard pressed to fill some 37 hours of air time per week offered by cooperating commercial broadcasters.

Mr. Dey of the department's radio-TV section broke the schedule down this way: WBAL-TV and WAAM (TV), two hours per day; WMAR-TV three hours per week; WFBR, one hour per day, and other stations varying amounts of time.

Mr. Dey stressed that the department's decision to press the WBAL-TV proposal into action was based on a desire to continue "some education during the emergency period." School authorities stressed that TV programs were not intended to "replace completely classroom instruction but would serve as a value addition to the other homework which pupils were given to do."

WBAL-TV and WWIN carried programs of elementary instruction, while lessons for junior and senior high school and vocational schools were broadcast over WFBR and telecast by WAAM.

WBAL-TV's schedule was tailored for elementary school students, with science of toys, 10-10:30 a.m.; arithmetic, 10:30-11 a.m.; and art and language arts, 11 a.m.-12 noon —Monday through Friday.

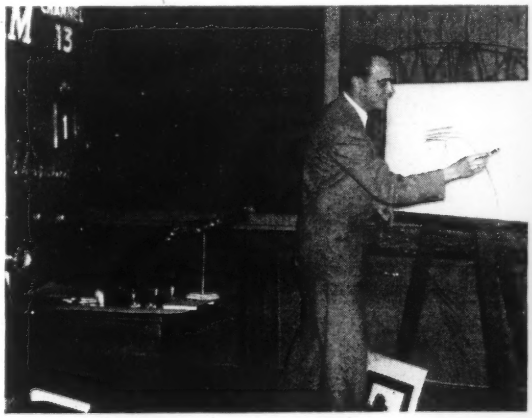
WAAM coverage consisted of science at 12 noon, modern language (German, Spanish) at 12:15 p.m., and fundamental skills Wednesday only at 12:45 p.m. A culture session was telecast at 1:30 p.m. and aeronautics principles were also outlined. The two-hour emergency schedule for secondary school students was supplemented by three regular weekly shows.

WMAR-TV was booked for Maryland history (all grades), Tuesday and Thursday, 2-2:30 p.m. and vocational classes 11 a.m. Thursday, according to Robert Cochran, program director of the station. It carried civic courses for high school students on a Mon.-Fri. schedule, 3-3:30 p.m. WMAR-TV offered the department 12 hours of sustaining (and some commercial) time, between 9 a.m. to 4 p.m. Language, arithmetic and other "basics" also were telecast. Mr. Cochran described the reaction as "enthusiastic."

Commenting on WFBR's role in

(Continued on page 69)

OPENING classes for elementary pupils were telecast by WBAL-TV as part of its two-hour-per-day schedule. Teacher is explaining workings of a thermometer to one of handful of pupils at WBAL-TV studios. Station carried TV lessons during morning hours.



SECONDARY school students were given courses each day over WAAM (TV) Baltimore during the strike. Before camera is Malcolm Davies, science instructor at Baltimore Polytechnic Institute.

TEACHERS of Baltimore schools gathered in studios of WFBR to conduct classes for pupils. Bill LeFevre (standing near microphone), staff announcer, briefs them before program gets underway.

Pomeroy's Department Store Study:

Newspaper Technique Suggested for Radio

THE BEST way to sell radio to department stores is not by the familiar, consistent, day-after-day, week-after-week, "same time, same station" pattern of radio, but in the "lots of advertising today and little or none tomorrow" formula of store advertising in newspapers.

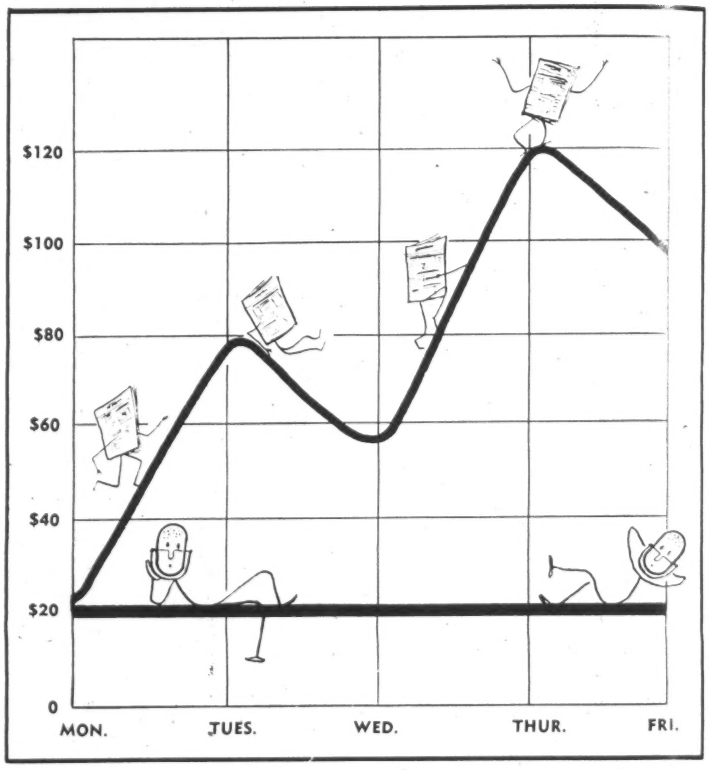
That is not only the best way to sell stores on using radio, but it's the best way to make them regular radio advertisers, because it's the way that pays off best for them and produces sales at a lower cost than newspapers do.

Those conclusions are drawn from Department Stores Study reports of results of more than six months' use of radio advertising by a typical store (Pomeroy's) doing an annual business of $3 million in a market of 25,000 population (Pottsville, Pa.). These conclusions are confirmed by the experiences of other department stores in other localities, according to DSS.

The simple graph in the chart at right, covering the Monday-Friday segments of a one-week period of department store newspaper and radio advertising in one market, contrast the typical "peak and valley" pattern of the store's use of newspaper space with the "horizontal pattern" of radio.

The newspaper pattern coincides with the buying habits of the community and with the normal department store practice of placing its advertising accordingly. But it is easy to see, as DSS points out, that "radio has been trying to sell itself *against* the normal department store promotional pattern. Thus radio became most prominent in use during the stores' promotional valleys. As such, *it stood out* in poor selling times and became relatively inconspicuous during promotional peaks.

"Radio's fixed schedules called for commercials when store people were at their lowest point of promotional enthusiasm," DSS explains. "Psychologically, this made radio somewhat of a nuisance. More important, it brought to radio for selling, a poor selection of items, poorly written commercials and a great deal of institutional activity." (With most store advertising costs allocated to the departments whose merchandise it advertised, specific item ads are favored and institutional advertising considered more or less of a waste, in department store circles, except on special occasions.)



Newspaper buying varies, in comparison with radio's set pattern, during the week

* * *

Identification Stressed

An illustrative case history cited by DSS reports on a store whose "schedule of radio usage consisted of an across-the-board nighttime news program. In this five-minute segment there was room for store identification at the beginning and end, *which the store discounted as almost without real value*, and time for one full-minute merchandise item in the middle.

"The store thus thought of this program as one spot and used it for one item for five days ('used' is correct; the program was cancelled). The cost was approximately $100 for the week. *Not one department in the store could afford to continue this advertising at this cost.*

"Now compare this with what the store is doing now. The $100 buys 20 daytime participation spots. Four items on an average are promoted with these spots and *all on the store's normally peak days when results are easy to get.* Cost per item averages $25."

Newspaper techniques should also be followed for store advertising copy on the air, DDS said. Note the below copy in a store ad. The largest type goes to announce the price, second largest to identify the item advertised, with the description subordinated, whether in words or illustration. Headlines are the important things; they should be that way on the air as well.

"Make your copy headline copy," says DSS. "Give the merchandise, the price, the store name, and then repeat these, then a brief description (and make it *very* brief and to the point), then the merchandise again and the price again . . . then the store name and the store hours —preferably only nights open information."

Stores like this kind of advertising, DSS notes, because it's the kind they're familiar with. It is also good because, by creating store traffic, it refutes the frequent store executive argument that people don't remember radio commercials but can always go back to a newspaper ad. Finally, this type of radio sells merchandise, as test after test has proved.

In one continuing series of tests, in which the same items were advertised one week on the air, the next in the newspaper (or vice versa), with the same amount of money spent with each medium, DSS found radio consistently outselling newspapers. In a nine-week period, radio sold $2,491 worth of merchandise to $1,956 worth sold by newspaper space.

An interesting sidelight is that radio's inability to illustrate the

(Continued on page 34)

* * *

POMEROY'S...shows you 8 ways to save and still get the best values for your shopping dollar!

santorized plaid gingham dresses!
2.97
Fashion leader for back-to-school

women's lamb fur-trimmed coats!
$39.00
Famous Fieldston Sample Coats!

famous betty barclay
The Dark Cotton Dress
8.98
A Pomeroy's Exclusive!

women's cool, good-looking gabardine shorts!
1.98

Stress by variation of type is utilized in newspaper ads

$8 MILLION FOR FCC

Asked in '54 Budget

PRESIDENT TRUMAN last Friday asked the Republican-controlled 83d Congress for $8 million to run FCC's fiscal 1954 operations. The figure is $75,000 shy of the request made a year ago, but $1,591,540 more than Congress appropriated last summer for fiscal 1953.

FCC would receive $1,667,074 for broadcast activities, a boost of $499,051. The additional money, according to Mr. Truman, would be used to "handle the substantially increased workload in processing applications for new television stations."

The 82d Congress last summer appropriated $300,000 additional to speed processing of TV applications. During Senate and House Appropriations Committee hearings, it was emphasized the extra funds were to pay for more examiner teams.

Before passage of this appropriation, FCC had seven examiner teams. It now has 13. It can be assumed that should this Congress grant the new increase requested and earmark it exclusively for the hiring of examiner teams, FCC could add at least another 10. An examiner team is made up of the examiner, attorney, engineer, accountant and clerical help.

The budget delivered to the new Congress was Mr. Truman's last as President. It can be expected that the GOP Congress will scrutinize the budget very carefully. The President's other budget requests were presented to Congresses in which the Democrats were in the majority (except for the 80th Congress).

Committee Chairmen

Sen. Styles Bridges (R-N. H.) is slated to chairman the Senate Appropriations Committee and Rep. John Taber (R-N. Y.) is expected to head the committee in the House.

Here is the budget's breakdown of broadcast activities for fiscal years 1951, 1952, 1953 (estimated) and 1954 (also estimated):

	1951 actual	1952 actual	1953 estimated	1954 estimated
Stations regulated as of June 30 of each year	3,153	3,280	3,758	3,958
Applications disposed of for new stations or major changes of facilities:				
AM	466	270	290	505
FM	172	135	129	145
TV	26	92	448	521

The other part—and the lion's share—of the more than $1½ million increase requested would be used to "strengthen radio-monitoring and enforcement activities including the establishment of new monitoring and direction-finding facilities," Mr. Truman said. FCC long has been seeking more funds for its monitoring activities. But Congress never has been receptive.

Overall, Mr. Truman requested more than $4 billion beyond U. S. expenditures for fiscal 1953 which ends June 30. This fact alone most likely will put Congress into an economy mood.

Here is the complete breakdown by activity of the 1953 budget of FCC followed by the 1954 request:

Common carrier, $704,390, $775,051; applied technical research and frequency allocation, $386,643, $488,796; field engineering and monitoring, $2,313,271, $2,843,312; safety and special radio services, $585,928, $716,458; broadcast, $1,168,023, $1,667,074, and executive, staff and service, $1,252,377, $1,514,609.

Proposed increase in field engineering and monitoring "is primarily for the establishment of two new monitoring stations and for placing secondary monitoring stations on 24-hour operation," the Chief Executive said.

Voice Request

Voice of America would receive nearly $50 million under the budget (see more detailed story, page 43).

The Federal Trade Commission would be appropriated $1,111,600 for fiscal 1954 for investigation and litigation in its "anti-deceptive practices." This branch of FTC takes action against false and misleading advertising. The figure compares to $1,107,886 spent last year.

FTC also would get nearly $4,000 more for its "trade practices conferences," which come under anti-deceptive practices.

Next step on Capitol Hill is for the appropriations committees in both branches of Congress to hear testimony from the agencies involved. They can be expected also to hear top finance officials in the new Eisenhower Administration.

CBS BOARD MEET

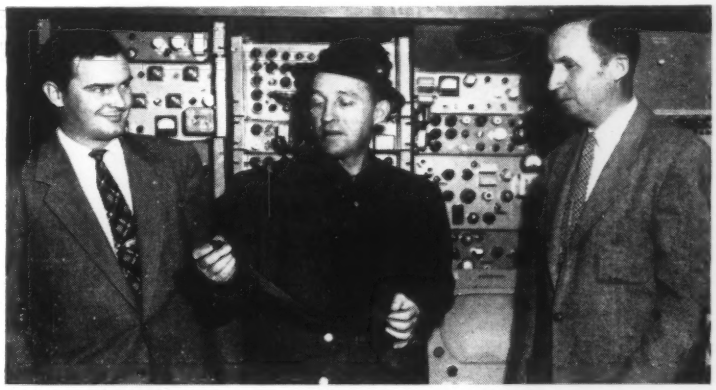
Features L. A. Facilities Tour

CBS Inc. board of directors will hold its regular January meeting in Los Angeles today (Monday) and tomorrow, it was announced last week.

Business sessions will take place at Television City, and an inspection tour of CBS Radio, CBS-TV and Columbia Records Inc. facilities in the Los Angeles area has been arranged. Expected to attend are the following board members:

William S. Paley, CBS chairman of the board; Leon Levy, Personal Investments; J. A. Iglehart, partner, W. E. Hutton & Co.; Dorsey Richardson, vice president, Lehman Corp.; Ralph F. Colin, Rosenman, Goldmark, Colin & Kaye; Frank Stanton, CBS president; Edward R. Murrow, CBS Radio and CBS-TV news analyst.

Frederick L. Chapman, partner, Barrett Herrick & Co.; Bruce A. Coffin, president, Hytron Radio & Electronics Co.; Lloyd H. Coffin, chairman of the board and treasurer, Hytron; David H. Cogan, president, CBS-Columbia Inc.; Adrian Murphy, CBS Radio president, and J. L. Van Volkenburg, CBS-TV president.



BING CROSBY (c), singing star and board chairman, Bing Crosby Enterprises Inc., Beverly Hills, Calif., with Wayne R. Johnson (l), TV project engineer, and Jchn T. Mullin, chief engineer, examines section of Minnesota Mining & Mfg. Co. magnetic tape used on new sight and sound VTR (Video Tape Recorder) being developed by the Crosby firm [B•T, Jan. 5]. Mr. Crosby holds interest also in KXLY-TV Spokane.

'Silver' Record Issue

CLAIMING the phrase, "Hi, Ho, Silver," its personal property, Lone Ranger Inc. has warned the Trenier Twins, Hollywood song and dance team, and Columbia Records, not to release a new recording by that title made by the entertainers and Okay Records, a Columbia subsidiary. Lone Ranger Inc. also demands that the entertainers refrain from publishing the song through Mobile Music Co.

CBS-TV Sales Shifts

THEODORE F. SHAKER, account executive in CBS-TV Spot Sales Chicago office, moves to the New York office in the same capacity Feb. 2, while Bruce Bryant, a TV sales staff member of Edward Petry Co., joins CBS-TV Spot Sales in Chicago Jan. 19, it was announced last week. Mr. Shaker has been an account executive in the network's Chicago office since 1951 and before that was in the television sales department of The Katz Agency. Mr. Bryant had been with Petry four years and before that was with ABC radio spot sales in Chicago.

WMGM SALE

Lebhar to Buy for $2 Million

NEGOTIATIONS for acquisition of WMGM New York by Bertram Lebhar Jr., director of the station, in a $2 million deal with Loew's Inc., present owner, were nearing completition last week. The station (50 kw on 1050 kc) is one of the nation's leading independents.

Mr. Lebhar acknowledged that discussions are in progress and said he hoped to have a statement ready shortly. He said Loew's had given informal approval but pointed out that the board's official approval, as well as that of FCC, is needed.

Under the terms of the proposed agreement, Mr. Lebhar would pay Loew's $500,000 in cash and the remainder at a rate of $150,000 a year for 10 years. The sale would be subject to the usual FCC approval.

Mr. Lebhar also said he would give the new corporation a 10-year contract on his services and undertake to get similar contracts from his key executives. Additionally, he said the plan called for him to attempt to secure a $2 million policy on his life, with the new corporation as beneficiary.

To raise initial funds for capitalization of about $770,000 the new corporation would enlist the aid of advertisers through five-year contracts for time on WMGM, Mr. Lebhar said, noting that this offer would be available to advertisers not now using the station as well as to present sponsors.

Mr. Lebhar, 45, has been with WMGM since 1939, when he joined the station (then WHN) as director of sales. He became director in 1949, and the same year formed MGM Radio Attractions. Aside from his administrative and sales duties, he is a widely known sportscaster under the name of Bert Lee, and is one of the top-ranking contract bridge players in the country. He broke into radio as a salesman with CBS when WOR was CBS' New York key station, and subsequently served in a sales capacity with WOR and WMCA New York before moving to WMGM.

ABC '52 GROSS

Radio Up $1 Million, TV Off

COMBINED gross time sales of ABC's radio and TV networks in 1952 totaled $52,088,456, roughly half a million dollars ahead of the 1951 total of $51,539,771 gross, ABC reported.

ABC total radio time sales for 1952 were $34,391,316, the network estimated, up slightly more than $1 million from the 1951 gross of $33,242,182, while gross TV time sales aggregated $17,697,140 in 1952, down $600,000 from the 1951 TV gross of $18,297,589.

General Mills was top ABC radio client for the seventh consecutive year, with total expenditures of $5,745,055 for ABC radio time. This company also was the number one user of ABC's TV network, with total time purchases of $2,090,483 for 1952.

Dancer - Fitzgerald - Sample ranked first according to the amount of billing placed on ABC's radio network—$5,818,090—and J. Walter Thompson Co. second—$2,421,559. These two agencies have ranked one-two on the ABC radio roster since 1946, the network reported.

D-F-S also was the top agency in 1952 with ABC-TV time placements for its clients. Gross time purchases were $3,295,001. Second agency for ABC-TV was Kenyon & Eckhardt, whose clients used $1,410,989 worth of ABC-TV time during last year.

Analysis of ABC advertisers by type of industry shows that food and food products advertising ranked first in both radio—where this type of advertising accounted for gross time sales of $11,590,356—and in TV, where the food gross was $5,633,877.

On the ABC radio list, drugs and toiletries ranked second, with total time purchases of $7,061,742, followed by tobacco products, $2,988,367.

ABC-TV category breakdown found the radio, refrigerator and household appliance class in second place, with gross billings of $2,283,756. Drugs and toilet goods ranked third, with total expenditures for ABC-TV time of $2,060,573.

The radio billings, broken down by advertisers, agencies and classifications, follow. Detailed breakdown of TV billings will be published next issue.

BY ADVERTISERS

General Mills, Inc.	5,745,055
Swift & Co.	5,420,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philco Corp.	1,721,040
Philip Morris & Co., Ltd. Inc.	1,419,672
Prudential Insurance Co. of America	1,348,549
P. Lorillard Co.	1,108,093
General Foods Corp.	1,027,283
Equitable Life Assurance Co. of the U. S.	935,665
Lever Brothers Co.	925,285
Gospel Broadcasting Association	837,575
Gillette Safety Razor Co.	764,494
Stokely—Van Camp, Inc.	743,287
Toni Co.	736,374
Gulf Oil Corp.	698,295
Political	536,085
Goodyear Tire & Rubber Co.	522,043
American Chicle Co.	499,239
Billy Graham Evangelistic Assn. Inc.	492,211
Serutan, Inc.	489,398
Ralston Purina Co.	483,635
General Motors Corp.	478,432
R. J. Reynolds Tobacco Co.	460,602
H. J. Heinz Co.	446,674
Carter Products, Inc.	409,783
Electric Companys	408,204
Burton Dixie Corp.	370,935
Churches of Christ	334,728
Admiral Corp.	314,215
Texas Co.	306,615
Kellogg Co.	298,219
O'Cedar Co.	287,176
Union Oil	254,747
Seeman Bros., Inc.	219,738
Voice of Prophecy, Inc.	218,114
Warner—Hudnut, Inc.	170,472
Gruen Watch Co.	156,430
American Bakeries Co.	144,286
Christian Science Publishing Society	138,398
Lambert Co.	127,185
Free Methodist Church of North America	123,559
General Products	116,518
Hotpoint	108,946
M.J.B. Co.	105,251
Sylvania Electric Products, Inc.	99,100
Durkee Foods	75,000
John H. Dulany & Son, Inc.	61,160
Dr. Wyatt	47,601
Looz Products	47,216
Club Aluminum Products Co.	44,829
F. Jordan Church in the Home	44,608
Buick Motor Co.	39,333
Zenith Radio Corp.	28,959
Planters Nut	23,363
Charles Antell	23,194
Jackson Perkins Flower Div.	21,048
Dr. Hiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul Inc.	15,320
Fisher Body	14,594
Roman Meal Co.	13,523
Ben Hur Products	13,124
Graystone Press Co.	13,091
Institute of Religious Science Life	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad-Johnson	6,090
Commercial Tele Union	6,011
Sun Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hoffman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmacal	3,032
Colonial Dames Inc.	1,840
Happy Land Comm.	704
Protestants Clarif. Prop.	704
Marie Kruse Nurseries	530
Garden at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120
TOTAL	34,391,316

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,844
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,040
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford & Shenfield	1,423,645
Cecil & Presbrey, Inc.	1,419,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	943,540
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Foote, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	588,498
Fatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Ross Roy, Inc.	334,728
Rullel M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192
Pedlar & Ryan, Inc.	218,114
Joseph Katz Agency	195,022
Dean Simmons	167,440
Lennen & Newell, Inc.	164,553
McCann-Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborn, Inc.	116,574
Tucker Wayne & Co.	114,286
Walton Butterfield Advertising	78,398
Lambert & Feasley, Inc.	27,185
Sullivan, Stauffer, Colwell & Bayles, Inc.	26,399
Politicals—Direct	18,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri, Hurst & McDonald	40,495
Raymond R. Morgan Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guild, Bascom & Bonfigli	13,522
Mogge-Privett, Inc.	13,124
Pacific National Advertising Agency	11,650
Campaigns, Inc.	11,186
Milton Weintraub Advertising Agency	10,994
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Keilson Co.	5,338
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
TOTAL	34,391,316

BY CLASSIFICATIONS

Food and Food Products	11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,004,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
TOTAL	34,391,316

MBS TIME SALES

Gross Gains 17% in '52

MUTUAL Broadcasting System's gross time sales during 1952 totaled $21,004,976, the network reported last week, noting that the figure included actual sales for 11 months, with December estimated.

Billings, a gain of 17% above the MBS 1951 gross time sales, cover the use of the network's facilities by 86 advertisers who used an average of 407 MBS stations, 15% more than in 1951. Their business was placed through 62 advertising agencies.

S. C. Johnson & Son was Mutual's leading sponsor last year, spending $2,050,194 for time on this network. Sterling Drug ranked second, with MBS time purchases of $1,828,720. P. Lorillard Co. was third with $1,379,535, followed by Miles Labs., $1,252,606; American Federation of Labor, $1,204,352, and Quaker Oats Co., $1,040,047.

Needham, Louis & Brorby, agency for S. C. Johnson & Son, not unnaturally turned out to be top agency from the standpoint of volume of time purchases during the year. The $2,941,743 worth of MBS time placed through this agency included purchases for Derby Foods and State Farm Automobile Insurance Co. as well as for Johnson's Wax Products.

J. Walter Thompson Co. ranked second among MBS agencies, placing $2,038,667 worth of time on that network for Johns-Manville Corp.; Kraft Foods Co.; Libby, McNeill & Libby, and Credit Union National Assn. Dancer-Fitzgerald-Sample placed third, spending $2,034,865 for MBS time for Sterling Drug and Falstaff Brewing Co.

Other agencies placing $1 million or more business with MBS during 1952 include Lennen & Newell; Geoffrey Wade Adv.; Furman, Feiner Co., and Sherman & Marquette.

Advertising for drugs and toilet goods comprised the largest volume of MBS advertising of any class of client, buying $5,796,733 worth of Mutual time last year. Food and food products were second with $3,012,572; laundry and household supplies next with $2,073,212, and tobacco products fourth with $1,701,663.

Breakdown of the 1952 billings follow:

1952 Advertiser Expenditures*

S. C. Johnson & Son Inc.	$2,050,194
Sterling Drug Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories Inc.	1,252,606
American Fed. of Labor	1,204,352
Quaker Oats Co.	1,040,047
Johns-Manville Corp.	818,418
Kellogg Co.	768,387
Wildroot Co. Inc.	702,085
Falstaff Brewing Corp.	633,348
Kraft Foods Co.	605,933
Credit Union National Assn.	582,618
Derby Foods Inc.	556,105
Amana Refrigeration Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids Inc.	364,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deep-freeze Appliance Division	301,688
Voice of Prophecy Inc.	298,797
Christian Reformed Church	293,866
The Murine Co. Inc.	283,976
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naumkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Assn.	232,874
Noxzema Chemical Co.	209,196
Beltone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola Inc.	110,562
General Mills Inc.	105,500
Walking Doll Co.	83,427
White House Co.	83,124
Admiral Corp.	74,493
American Chicle Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	54,566
Lettuce Inc.	52,808

* December billings estimated.

(Continued on page 32)

Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

Visitors at WFAA 30th Year Radio Fair requested more than 85,000 photos of their favorite stars

Reuben Bradford separating the grand and the opera

life began at 30...

The news writer's "30" marks the finish of his story. To Radio Station WFAA, "30" symbolizes its Thirtieth Year of leadership . . . a year of great accomplishment, a vigorous advancement at a time when others cowered, fearful for the future of radio. With the successes of 1952 highlighted on these pages secure in its belt, WFAA strides forward with daring and dramatic sureness into 1953.

They're never too old or too young to enjoy the Shindig

Joe Reichman is always a great showman

WFAA 30TH ANNIVERSARY RADIO FAIR

The week of June 23rd more than 30,000 friends poured through WFAA's penthouse studios — from daylight to 10 P.M. — to enjoy continuous audience shows, shake hands with their favorite WFAA personalities, view colorful, dramatic historical and merchandise exhibits, win prizes!

MURRAY COX, R.F.D.

Broadcaster, traveler, editor, promoter . . . leading exponent of Southwestern agriculture, now in his seventh year as Farm Director of WFAA. His 3rd annual WFAA Farm Tour last spring conducted 218 enthusiastic farmers and ranchers through the Corn Belt, into Canada, and the New England states. Recognized "one of the best friends of farmers of Texas," and for his tireless and conspicuous work in behalf of soil conservation and pasture improvement, Murray's 6:30 morning and noon daily programs are closely followed by commercial farmers and ranchers throughout the WFAA area, to the great benefit of agriculture, his sponsor and WFAA.

JOE REICHMAN

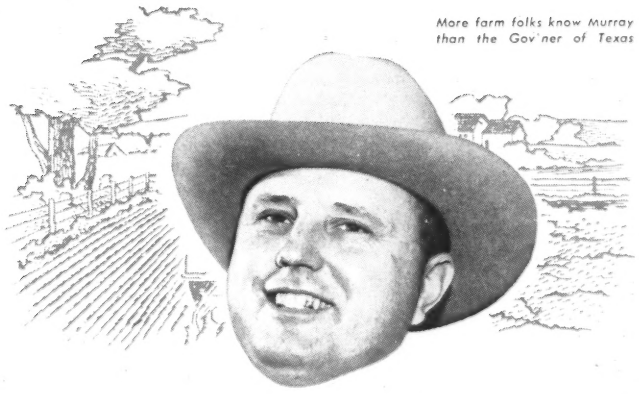
Less than a year ago this big name bandleader-showman switched horses at the height of his career to join WFAA. Reichman's genius fuses a wealth of music, incidents, personalities and showmanship into delightful, informal shows that quickly gained him a strong following and six sponsors for 24 quarter-hours a week!

REUBEN BRADFORD — "OPERA ONCE OVER LIGHTLY"

Good natured spoofer, Reuben takes the "grand" out of grand opera, and introduces the beauty of its music to the man in the street. The general appeal of Reuben's witty, unique commentaries brought his program to the attention of NBC* — and a network contract.

**Listen each Saturday 8:30 P.M. EST — your favorite NBC station.*

. . for WFAA!



More farm folks know Murray than the Gov'ner of Texas

WFAA SATURDAY NITE SHINDIG SHOW

The largest folk and country music stage show and broadcast in the Southwest was opened by WFAA at the State Fair of Texas, October 4-18, 1952. A fast paced four hours of hilarious entertainment — the Shindig's company of fifty artists, two bands, an emcee, two comics, a quartet, four top recording stars, and frequent booking of top guest stars*, are drawing an increasing paid attendance.

**Spike Jones Revue, Jan. 17*

NEW TALENT

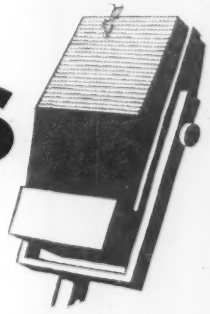
Forty radio and stage artists were added to the WFAA roster during the year, greatly broadening the station's public appeal and the variety of its programming at every taste level.

These were our laurels of 1952. They are recounted in proof of WFAA's reluctance to stand still . . . of its ability to ever step forward. Our plans are continual. Life *began* at 30 for WFAA. By *began* we mean these were first steps in increasing our service — that in 1953 WFAA shall be more exciting, more entertaining, more interesting to our audience . . . and more productive and profitable to our advertisers.

WFAA : dallas

Radio Service of the Dallas Morning News

Edward Petry & Co., Representative



820
50,000 WATTS
NBC • TQN

570
5,000 WATTS
ABC • TQN

MBS Gross Gains 17% in 1952

(Continued from page 28)

National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co.	42,000
Vick Chemical Co.	39,343
Plymouth Motor Corp.-Div.-Chrysler Corp.	36,756
Republican Nat'l Committee	35,387
Gillette Safety Razor Co. of Canada	33,288
Libby, McNeill & Libby	31,698
Olson Rug Co.	23,668
Citizens Committee for Eisenhower-Nixon	23,355
B. T. Babbitt Inc.	23,018
Democratic Nat'l Committee	19,572
National Volunteers For Stevenson	19,299
The Barbasol Co.	17,810
Committee For Young Men In Government	17,301
McCarthy Broadcast Dinner Committee	16,872
Senator Joseph R. McCarthy Broadcast Committee	16,602
Farm Journal Inc.	15,000
Mutual Benefit Health & Accident Assn.	14,393
Michigan For Eisenhower Committee	14,071
Russell For President Hdqrs.	10,182
Grass Roots Boy Radio Committee	9,033
Art Instruction Inc.	8,830
Labor Nat'l Committee For Stevenson and Sparkman	8,712
Buick Motor Div.-General Motors Corp.	8,180
Book Associates	7,808
Fred Fear & Co.	7,262
American Medical Assn.	5,852
Woman Power For Eisenhower	5,778
N. Y. State Volunteers For Stevenson	5,400
Swedish Americans For Eisenhower	3,854
Save-By-Mail Inc.	3,312
Jackson & Perkins	3,228
Marie Kruse Nurseries	3,002
N. Y. State Republican Com.	1,308
Sterling Products International Inc.	1,050
Amalgamated Clothing Workers Political Action Com.	816
Eisenhower-Nixon Campaign For Texas	635
Volunteers For Stevenson-Democratic Headquarters	572

1952 Agency Expenditures*

Needham, Louis & Brorby Inc.	$2,941,743
J. Walter Thompson Co.	2,038,667
Dancer-Fitzgerald-Sample Inc.	2,034,865
Lennen & Newell Inc.	1,379,535
Geoffrey Wade Advertising	1,252,606
Furman, Feiner Co. Inc.	1,227,052
Sherman & Marquette Inc.	1,040,047
Batten, Barton, Durstine & Osborn Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall	456,979
Thompson-Koch Co. Inc.	427,203
Gotham Advertising Co.	366,854
Television Advertising Associates Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	348,834
William Esty Co.	322,128
Roche, Williams & Cleary Inc.	301,688
Western Advertising Inc.	298,797
Glenn-Jordan-Stoetzel Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles Inc.	281,957
Maxon Inc.	272,275
Olian & Bronner Inc.	247,059
Dowd, Redfield & Johnstone Inc.	246,016
Kastor, Farrell, Chesley & Clifford Inc.	245,654
Jackson & Co.	241,373
Wm. Gleeson & Co.	232,874
Direct	208,810
Duane Jones Inc.	208,473
Fitzmorris & Miller Advertising	202,881
Mathisson & Associates Inc.	165,285
Al Paul Lefton Co.	115,873
Kudner Agency	114,035
Tatham-Laird Inc.	91,000
National Mail Order Network	83,124
Hilton & Riggio Inc.	77,579
Joseph Katz Co.	75,849
Russel M. Seeds Co.	74,493
St. Georges & Keyes Inc.	68,198
Campbell-Ewald Co.	63,602
H. W. Kastor & Sons	59,258
John Cohan Adv. Inc.	52,808
Foote, Cone & Belding	48,097
Morse International Inc.	39,343
N. W. Ayer & Son Inc.	36,756
Spitzer & Mills Ltd.	33,288
Presba, Fellers & Presba Inc.	23,668
Knox-Reeves Adv. Inc.	23,330
Wm. Weintraub & Co. Inc.	23,018
Erwin, Wasey & Co. Inc.	17,810
Kal, Ehrlich & Merrick Adv. Inc.	17,301
C. Franklin Brown	16,872
Weiss & Geller	14,403
Bozell & Jacobs	14,393
Young & Rubicam	14,071
Huber Hoge & Sons	11,036
French & Preston	10,016
Gregory & House	9,033
Campaigns Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising	816
Rogers & Smith	635

* December billings estimated.

1952 Gross Billings*

	Monthly	Cumulative
January	$1,699,282	$1,699,282
February	1,600,399	3,299,681
March	1,826,527	5,126,208
April	1,681,924	6,808,132
May	1,821,571	8,629,703
June	1,632,977	10,262,680
July	1,339,276	11,601,956
August	1,325,059	12,927,015
September	1,607,485	14,534,500
October	2,304,804	16,839,304
November	2,172,485	19,011,789
December	1,993,187	21,004,976

* December billings estimated.

Expenditures by Industry 1952*

Drugs & Toilet Goods	$5,796,733
Food & Food Products	3,012,572
Soaps, Cleansers & Polishes	2,073,212
Cigars, Cigarettes & Tobacco	1,701,663
Religious	1,553,874
Labor & Politics	1,510,018
Building Materials, Equipment & Fixtures	886,616
Beer	798,633
Major Appliances	758,667
Confectionery & Soft Drinks	675,955
Institutional	630,470
Insurance	349,837
Household Fabrics & Finishes	241,373
Dairy, Poultry & Livestock Feed	236,040
Medical Appliances & Equipment	192,493
Radios, TV Sets & Phonographs	185,055
Miscellaneous	177,125
Automotive	108,538
Schools	63,396
Household Furnishings	23,668
Publishing & Media	22,808
Seeds, Bulbs & Nursery Stock	6,230
Total	$21,004,976

* December billings estimated.

FOREIGN FILMING
Council's Opposition Mounts

ENCOURAGED by the responses from agencies and sponsors, Hollywood AFL Film Council last week voted to step up its campaign to discourage "runaway" production of TV films, described as the making of pictures abroad to escape payment of higher technicians' wages in this country.

Roy M. Brewer, council chairman, said several top agencies and advertisers have assured him their plans for making TV films abroad have been cancelled. To give wider coverage to its campaign, the council appointed a committee to contact all other producers, distributors, agencies and sponsors who might go abroad for their filmmaking.

The committee includes Adolph Thomas, chairman of its foreign film production committee; Pat Somerset, assistant executive secretary of Screen Actors Guild, and Howard Costigan, IATSE public relations director.

Advertisers not acceding to the council's request face a national AFL "do not patronize" boycott.

Advertisement

The Kansas C
To The Gover

The following statement on behalf of The Kansas City Star is made by Roy A. Roberts, president of the company, concerning the anti-trust charges brought by the government:

"The Star will look with complete confidence to courts and the jury for vindication on the charges brought by the government in both the complaint in the civil suit and the indictment for alleged violation of the Sherman anti-trust act. Our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals.

"The Star will meet the charges head-on. The most precious thing a newspaper possesses is its integrity, the confidence of its readers and community. There will be no effort of any kind to quash or delay the anti-trust indictment.

"Both the indictment and the civil suit are of the shotgun variety. The allegations of both are couched in language of such vague generality as to time and otherwise that we cannot at once prepare for trial because we are not sufficiently informed of what the government is complaining of.

"Naturally, we will file appropriate motions, such as for a bill of particulars, so that we will know what we have to meet and prepare our defense accordingly. There will be no unnecessary delay on our part in bringing these actions to a final hearing.

All One Newspaper

"The government under its complaint charges monopolization. It seeks, for instance, to destroy the basic structure upon which The Star's circulation has been maintained for more than a half century. We publish one newspaper. We give the subscriber a morning, evening and Sunday edition for one price.

"That service was started in 1901 by Col. W. R. Nelson, founder of The Star. It has never been challenged until now, two weeks before the present administration retires from office.

"The Star gives its readers the greatest bargain in the country. We deliver morning, afternoon and Sunday editions for 40 cents a week in Kansas City and all our territory. We have the lowest subscription price anywhere in the world. The morning edition covers twelve hours of news; the afternoon edition twelve hours of news.

"In 1903, The Star put into effect combined advertising rates for morning and afternoon on general and classified advertising. That practice has never been challenged on a 12-hour paper until now. We have maintained one of the lowest milline rates, if not the lowest, in the entire country. If we forgot entirely, say, the morning edition, and charged the combined rate simply for one edition, it would still be lower than the average advertising rate of the major newspapers in the country. Again, two weeks before the Truman administration goes out of office, this practice is challenged.

A Pioneer in Radio

"The government seeks to have The Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the United States, long before there was even a station in New York, for instance.

"We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original N. B. C. network, being the westernmost outpost at the time. The government on radio complains of a rate practice prevailing only from 1933 to 1937 and long since abandoned. **Not until now—two weeks before the end of the Truman administration—has any governmental agency challenged our conduct of radio.**

"The government seeks to have The Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific that everyone hesitated to take the risk.

No Favors From Administration

"The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected it would take big losses. Fortunately, it turned out the other way. Goodness knows, the outgoing administration certainly wouldn't have given The Star any preference or favors on a license if there had been anybody else ready to take the risk.

"The Star has never purchased or consolidated any of its competitors since 1900. It has consistently followed through the years the policy of tending to its own business, and getting out the best paper at the cheapest subscription price and lowest advertising rates possible. Most of the time its rates have been the lowest in the country. The government complains that The Star bought certain properties from the bankrupt and now defunct Kansas City Journal. The facts are the Journal had been closed three years when there was an auction sale to dis-

City Star Makes Reply
ernment Anti-Trust Suits

pose of the equipment. We bought a few linotypes, second-hand typewriters, which were then hard to get, and certain empty file cabinets and the library of the Journal. Previously we had had a fire in our library at The Star and the files for several years were either damaged or destroyed. We replaced these damaged files and volumes and gave the remainder of the Journal library to the State Historical society. That's what that charge amounts to.

"Not once, but several times, The Star was given the opportunity to purchase the Journal before and after it suspended. We always refused to do so. When the Journal closed, we did not start to trim expenses but immediately increased them, taking on every news service that we did not then have until today The Star has at least as many, or more, news services than any other one newspaper in America. The fact that we were alone in the town was not of our making and we have constantly sought to keep in mind our responsibilities.

"The Star, against which the government took action, is one of the unique institutions in the United States in its ownership. It is solely owned by the people who work for it. There are more than 250 stockholders. Every share of stock is optioned to employees as may be designated by the board of directors. When any individual dies or leaves the paper his stock is immediately bought and resold to those actively engaged in making the paper. The largest stockholder has less than 15 per cent of the total holdings. Members of the board of directors and management all came up the hard route from the bottom and now run the various departments.

"The government complains that since the Journal folded in 1942 our subscription rates have been increased because we have an asserted monopoly.

Newspaper Expenses Up

"Of course, costs have forced every newspaper everywhere to increase its subscription price. Newsprint in 1942 cost $48 a ton. Today it is $127. The Star's pay roll has gone up from approximately 2½ million dollars in 1942 to almost 7 million a year in 1952, an increase of 185 per cent. Taxes have gone up from 1942 to 1952 a total of 265 per cent. All these items have increased roughly twice as fast as the subscription price. Nothing better illustrates the ridiculousness of this charge of the government.

"The basic theory underlying both the indictment and the civil complaint of the government is that The Star has attempted to create a monopoly in this territory. **Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinuance of newspapers, which is all very regrettable, is the government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs.**

"As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the government seems to be complaining of.

"Of course, no purported charges of coercion can or will be sustained. They are contrary to the facts and policies of The Star.

On a 26-Year Period

"Until the indictment was returned, The Star had never been informed of what the anti-trust division was complaining of or seeking action on. Nearly seven months ago The Star was served with a catch-all subpoena to produce books, records and documents of business transactions covering a period of more than twenty-six years. This included every conceivable record, bit of correspondence and otherwise, which any business institution might accumulate over a quarter of a century. We had been charged with nothing. The government simply walked in and subpoenaed the records. The fact that the anti-trust division was conducting the investigation was the only clue The Star had as to what might be involved.

"The Star said it had nothing to hide and would turn over to the government such of its records and documents as it then had available, as the agents might specify. We supplied them office space and equipment in The Star building. The agents were there for months. Not until twenty-four hours before the indictment was returned were any officials of The Star called before the grand jury and then only for a few perfunctory questions and identification of some documents. The so-called investigation was not an investigation as the public would conceive it, but an inquisition, entirely one-sided. There was no opportunity given to interview witnesses nor did the government agents seek to get from The Star any answers or explanations of anything about which they might have complaint. They didn't want our story.

"More than 250 witnesses were brought before the grand jury—not only local, but from all over the country. More than 1,000 subpoenas were served for records, letters and documents, anything pertaining to business transactions with The Star for a quarter of a century. Not until now was any information imparted as to the nature of the government's complaint. All this took the government agents seven months. It necessarily will require a reasonable time for The Star to investigate so as to prepare its defense.

A Bother for Customers

"This inquisition proceeding has presented a serious harassment to many customers of The Star who have had to spend days going over records and looking up documents and having their representatives interviewed by government agents. The Star is very appreciative of all the time and effort they spent and feels that the great majority know the facts as we know them.

"Without any intention of throwing a smoke screen or diverting attention from the charges leveled by the government against The Star, we can't refrain from commenting on the remarkable contrast in the zeal of the Department of Justice in this proceedings against The Star and their strange lack of zeal when an election fraud scandal was before them back in 1946.

"The Star has made many fights for honest elections here. Back in the late '30s, at the hey-day of the Pendergast machine's power, The Star conducted an exhaustive campaign against ballot-box stuffing. The administration in Washington then threw the FBI with all its force behind our campaign. Indictments were brought against 278 defendants. Sixty-three were convicted by juries. Thirty-six pleaded guilty. One hundred and sixty entered pleas of nolo contendere and received fines and jail sentences—only nineteen were discharged. More than 50,000 fraudulent names were eliminated from the registration books. That was when Roosevelt was President. We thought that was the end of election frauds here.

"But in 1946, back they came again. The Truman administration sought to purge Representative Roger Slaughter. A White House-picked candidate was put in against him. Evidently that was taken by the politicians as a signal that everything was jake. At any rate the primary election returns were so obviously fraudulent that The Star once more renewed its fight. More than sixty investigators were hired, most of them young law students in our local law school. With our reporters as instructors, a training school was set up. Together they canvassed the suspicious precincts, going from door to door and room to room. Glaring evidence of wholesale fraud was uncovered in a most systematic way.

Slow on Vote Investigation

"This evidence was offered both to state and federal prosecuting authorities. But this time the FBI, for reasons then unknown, did not come into the case. Later it developed they had been put under wraps. There was a strange lack of interest by the Department of Justice from top to bottom.

"It was disclosed later that the FBI by direct order from the top had been restricted to a strictly limited investigation and interviewed just six persons in Kansas City. It's a long story, but, in a few words, the government took the position that if there was any crime, it came under state jurisdiction. The public responded to this muzzling of the investigation by electing a new prosecuting attorney who called a state grand jury and went into the ballot boxes.

"It was found there was far more fraud than even The Star's investigation had revealed. The vote thieves hadn't even gone to the trouble of stuffing the ballot boxes. They just altered the returns. The evidence was there. But in the early morning of May 27, 1947, an explosion blast ripped open the steel vault in the election board office in the courthouse. The sheriff's office was on the top floor. The police department was across the street. This vault had been piled high with sacks of ballots and poll books. Gone were the ballots from thirty-two of the thirty-four precincts the county grand jury had investigated plus the tally sheets from nineteen of the precincts. Gone was the evidence.

Points to a Contrast

"The same administration, or Department of Justice, which had refused to interest itself in the case, suddenly found it was a federal offense and turned the FBI loose. But it was too late. The trail was cold; the evidence gone. We cannot help but wonder at the contrast in the conduct of the two investigations.

"Despite this indictment, there will be no relaxing in any degree of The Star's efforts against ballot-box stuffing, ghost voting and all the other fraudulent devices to defeat the processes of honest elections.

"The Star assures its readers and this community that it has conducted its business in an honorable way throughout these years. It expects to continue to do so in the years to come. Its endeavor will be constantly to keep improving and getting out a better newspaper and to be ever on the job fighting for this community and this territory."

XUM

RADIO-TV TAKE

Was Campaign's Biggest

"IT may never be known what methods of campaigning had the greatest effect in the 1952 elections —but if money outlays are taken as the index, broadcasting can make the best claim to the honor."

This reflection on the "high cost of campaigning" was contained in a report submitted to the 83d Congress by the Special House Campaign Expenditures Committee and published last Friday.

The committee, headed by Rep. Hale Boggs (D-La.), reported broadcasting expenses constituted the largest items of expenditures for both parties, including several independent committees—both for radio and television.

The report quoted political witnesses who appeared during committee hearings last month [B•T, Dec. 15, 1952] as feeling unanimously that the "spectacular growth of TV" the past four years was a major cause of "vastly increased" costs in the last campaign.

The Boggs committee also noted prospects for continued growth of television, reciting testimony by NARTB Government Relations Director Ralph Hardy. Among other things, Mr. Hardy had pointed out time costs actually were only a small part of overall expenses in television that also included line charges and operation outlays.

Mentions Walker's Views

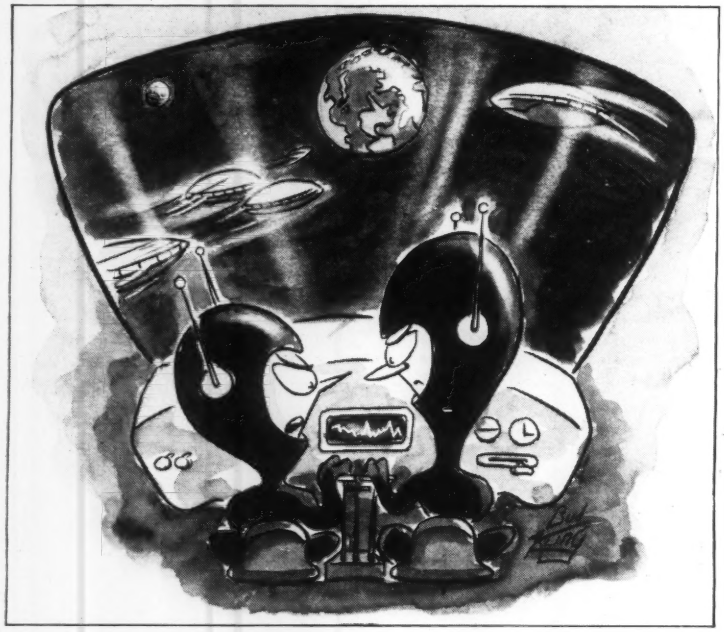
The report also mentioned FCC Chairman Paul A. Walker's views on advisability of amending the Communications Act covering political libel and censorship, which the committee endorsed (AT DEADLINE, Jan. 5).

The report referred to Stephen Mitchell's testimony that his Democratic National Committee spent $400,000 out of $3 million on broadcasting, and that the Stevenson-Sparkman Forum Committee was believed to have spent between $700,000 and $800,000 on broadcast time. It noted a report by a representative of Volunteers for Stevenson that the volunteers spent $421,000 for network and $77,000 for spot radio-TV out of a total of $740,000 (of which $49,000 was for newspapers). Democrats' most expensive outlay was $120,000 for a Madison Square Garden rally.

The Citizens for Eisenhower spent $634,000 out of $1,145,000 for broadcast time, including $267,000 for the election eve rally on major radio-TV networks.

Both the House group and the Senate Privileges & Elections Subcommittee have issued reports on the extent of broadcast expenditures by political parties, the latter as part of its own special inquiry [B•T, Jan. 5].

The Senate unit still is compiling data before it submits its final report. Both groups agree present ceilings on campaign expenditures ($3 million for each major political party) are unrealistic and that present election laws should be revised.



"The first thing I want to find out is what they call a disc jockey."
Drawn for BROADCASTING • TELECASTING by Bud Kling

Newspaper Technique in Radio Selling

(Continued from page 26)

advertised item proved an asset rather than a disadvantage. Private brand, low-price household appliances, for example, drew people to the department when advertised on the air, when the illustrations in the paper failed to attract by not jibing with the reader's preconceived idea of how the appliance should look. Once in the department, the prospect frequently rejected the advertised appliance only to buy a name brand article at a higher price, a step-up sale not made to the newspaper reader who did not visit the store.

In another series of DSS experiments, radio was used on Sunday in markets where there are no Sunday newspapers to promote store traffic—and sales—on Monday, normally a slow day for stores in those cities. Inexpensive merchandise, advertised at a special one-day price reduction, failed to increase store traffic on the off days, but when high-priced items were advertised as one-day specials customers did come in.

For peak day advertising, however, radio proved as good or better than newspapers in selling coats, dresses, brassieres, hosiery and other standard soft goods items, using 48 spots, six to each of eight items. They combined to make a "mass impact" on the listeners but when broken up costwise by items had a per-unit promotion cost well within any department's budget.

"Mass impact" for special promotions can also be achieved at a minimum cost by an adaptation of the hitch-hike technique. A New England store had just been appointed Girl Scout Headquarters for its market and had put in a full shop of Girl Scout equipment. The store at that time was using five radio stations, advertising a total of 19 items with about eight spots devoted to each. Copy for each spot was shortened by nine seconds and a recorded announcement on the Girl Scout Shop inserted after the regular commercial. "The Girl Scout Shop did over $300 worth of business the opening day; they had expected to do nothing," DSS stated. In subsequent weeks the store applied this hitch-hike technique to its radio advertising to announce on Sunday that a store-wide sale had been extended from Saturday to Monday (one and a half times the normal dollar volume for Monday was done); to call for full-time and part-time help for the holiday season (swamping the personnel department); to announce the Christmas Trim-a-Tree Shop (with highly satisfactory results).

Hitch-Hikes Effective

Hitch-hikes have also proved an effective promotion for store charge accounts, DSS reports, but to promote the use of coupon books more copy is needed, 100 words at a minimum.

Coupon book sales normally hit five peaks a year—before Christmas, Easter, Mother's Day and Father's Day and the opening of school. Experimenting in radio promotion of off-season sale of coupon books, DSS used 20 spots a day for the last five days of October with the usual free gift gimmick (a sample bottle of perfume). "Sales rose 62% above normal for the period."

The DSS studies may be summed up in this way. Presented properly, radio can be sold to department stores. Used properly, it will sell merchandise and at a cost per dollar of sales produced lower than newspapers can deliver.

KGW PROTEST

Hits KOIN Amendment

CHARGING FCC in effect has made a new rule and has "overruled or left meaningless a vast body of precedent," KGW Portland, Ore., last week petitioned the Commission to vacate its mid-December ruling which set aside a hearing examiner's denial and granted amendment of the competitive vhf Ch. 6 application of KOIN Portland [B•T, Dec. 15, 1952].

The KOIN amendment showed withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherill C. Corwin, together 43.5% stockholders, and the assumption of their stock and certain obligations by other principal KOIN stockholders and 24 station employes. The FCC majority approved the amendment although Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented and voted to uphold Examiner Elizabeth C. Smith who had refused acceptance on the ground the changes were substantial and good cause was not shown.

KOIN and KGW are the two remaining applicants contesting for Ch. 6. Hearing is set for March 16.

KGW's petition contended FCC erred in failing to consider the amendment "stems from the voluntary acts of [KOIN] alone, and not from any circumstances over which it had no control and that the *fait accompli* upon which [KOIN] relies could not possibly have led to the amendment. . . ."

KGW "specifically requests the right to oral argument," the petition said, for the following reasons:

(1) Because of the importance of the right to amend on orderly procedure; (2) because the Commission has in effect made a new rule with no opportunity given to any parties to address themselves to the soundness thereof; (3) because the Commission has in effect overruled or left meaningless a vast body of precedent; (4) because the Commission has made no attempt to clarify its present position on the right to amend; and (5) finally, because the Commission has seriously prejudiced [KGW] by requiring it to proceed in a competitive hearing against an applicant which has no right, as presently constituted, to be a party to said proceeding.

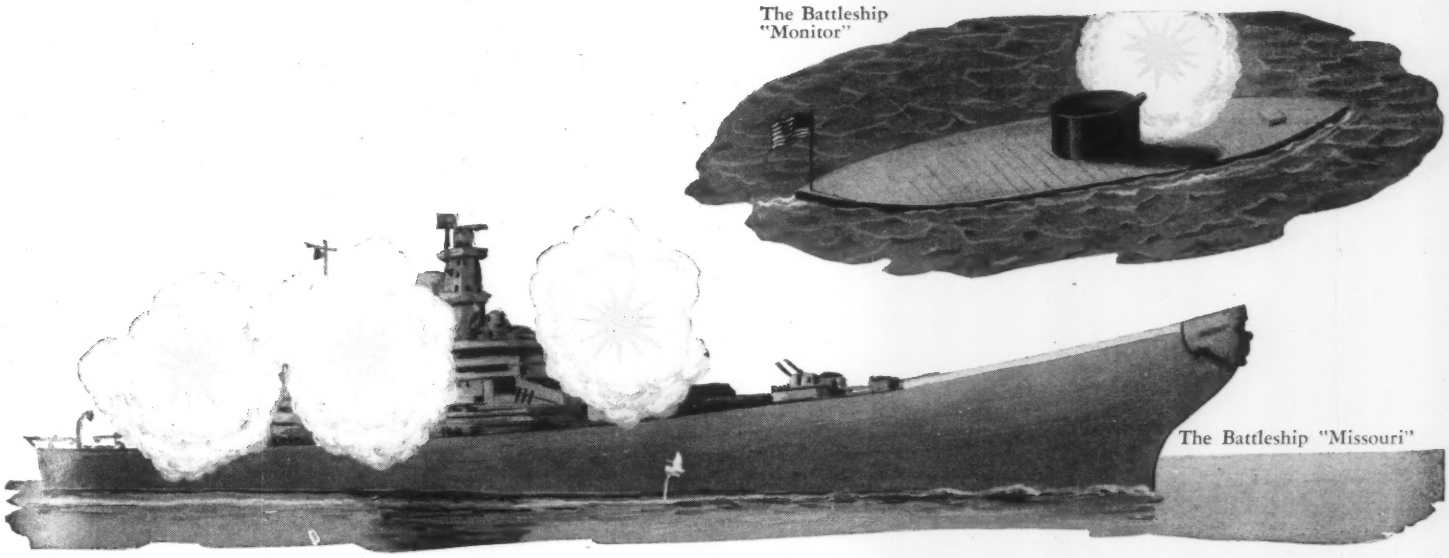
SDX Awards Deadline

REMINDER was issued last week that the deadline is Feb. 9 on nominations for Sigma Delta Chi national journalistic fraternity's annual awards for distinguished service to journalism, totaling 13 categories of which three are for radio or TV newswriting, reporting and public service [B•T, Dec. 22, 1952]. Victor E. Bluedorn, SDX executive director, said winners will be announced in April.

Grant Postponed

EFFECTIVE date of FCC's action of Nov. 26, 1952, granting a construction permit for new station, WAMB Lebanon, Tenn., was postponed by the Commission last week pending hearing on a charge of excessive interference which would result to an established station, WKRM Columbia, Tenn.

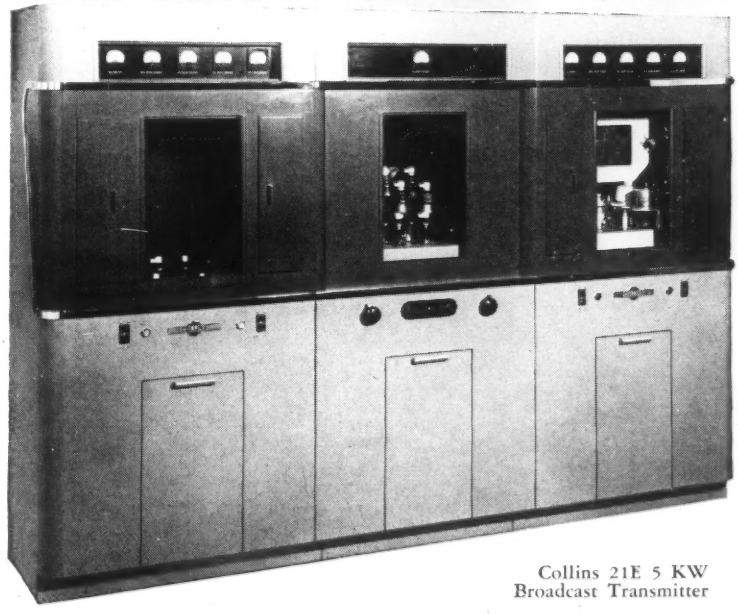
XUM



in building battleships . . .

or broadcast transmitters

ENGINEERING makes the difference



Collins 21E 5 KW
Broadcast Transmitter

In building battleships, or manufacturing quality broadcast transmitters, engineering excellence is the initial step toward the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

For 30
SOAP
WWL

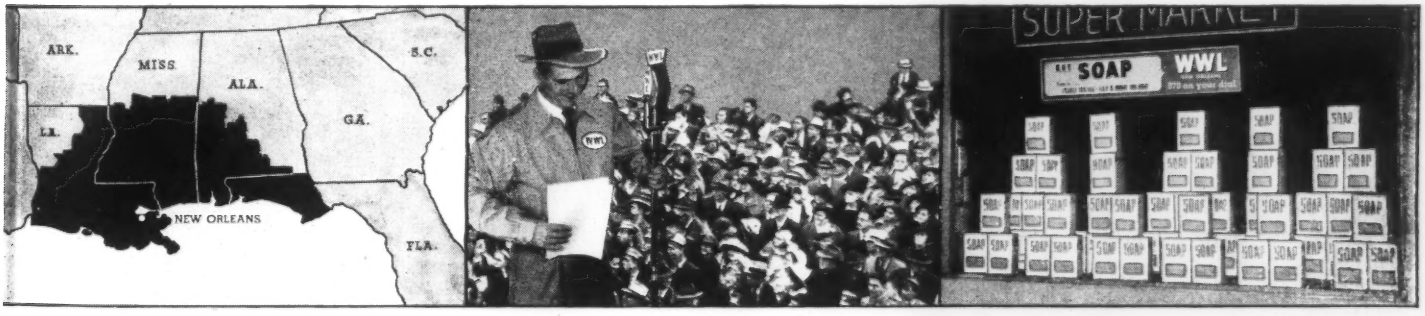
For 30 Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South— intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and **still unquestionably radio dominated.**

The lion's share of Southern listeners— built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**



LET WWL, *the South's Greatest Salesman,* SELL THE SOUTH FOR YOU!

WWL

NEW ORLEANS

50,000 WATTS **CBS RADIO AFFILIATE** CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

LIBEL BILLS

O'Hara, Horan Take the Lead

LEGAL battle on Section 315 of the Communications Act is shaping up in the House.

Rep. Joseph P. O'Hara (R-Minn.) last week reintroduced his bill (now HR 539) to give broadcasters the right to censor libelous material in political candidates' speeches. Rep. Walt Horan (R-Wash.) will reintroduce his bill (HR 7062 in the last Congress) after conferring with NARTB officials. This would exempt broadcasters from damages for libel uttered by a political candidate over the air.

Section 315 provides that if a broadcaster gives time to a political candidate he must provide equal facilities to all other such candidates. It also forbids any censoring of a political candidates' speech. As amended last year by the McFarland Act, it also forbids a broadcaster from charging more than the regular commercial rate for time.

In the present situation, the broadcaster is on the horns of a dilemma. He is forbidden by Section 315 to censor, but at the same time he apparently can be sued if a candidate speaking over his station libels an opponent.

During the House debate on the McFarland Bill last year, both Reps. O'Hara and Horan offered their bills as amendments. The Horan version—exempting stations from damages—was accepted. This, however, was deleted from the final conference report on the ground that no hearings had been held on the matter.

Tending also to force broadcasters into what they consider an untenable situation is the FCC's 1948 Port Huron decision. In this, the Commission stated affirmatively that broadcasters must not censor political candidates' speeches and that because of Sec. 315 they were immune from libel suits.

Repeated Ruling

In several subsequent decisions and policy announcements, the Commission repeated its interpretation of Sec. 315—that no broadcaster may refuse equal facilities to all candidates if a single candidate is given access to its microphones. This occurred in 1951 when the FCC renewed the license of WDSU New Orleans and again in answer to a complaint of a Socialist Labor Party candidate. In the latter, the Commission held that since the state refused to legally qualify the Socialist Labor candidate on the ballot, he was not a candidate under the terms of Sec. 315.

On the other hand, broadcasters know they can censor supporters of candidates. This was formalized by the U. S. Court of Appeals in 1949 which held that Sec. 315 applied only to actual candidates, not to spokesmen. The Horan Bill last year included "authorized" supporters as well as candidates in its revision of Sec. 315. Inclusion of supporters in the provisions of Sec. 315 was recommended by FCC Chairman Paul A. Walker (see Boggs Committee story on page 34).

Key to Rep. O'Hara's bill is the section providing that:

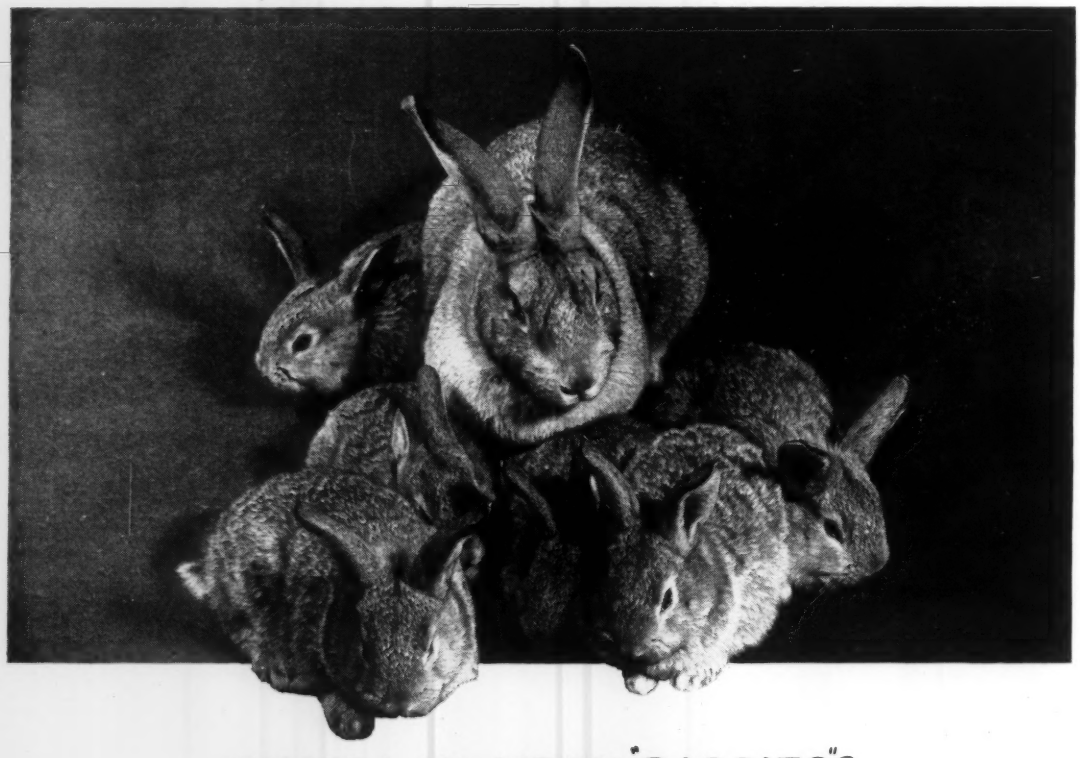
No obligation is imposed upon any licensee to broadcast any defamatory, obscene or other material which may subject it to any civil or criminal action in any local, State or Federal court.

This attitude, Rep. O'Hara told BROADCASTING • TELECASTING last week, is based on his belief that defamation should be prevented. The only way this can be done, Mr. O'Hara said, is by giving broadcasters the power to delete such material from candidates' speeches.

"It's not that I don't have any sympathy for the broadcasters," Mr. O'Hara said. "I know they are the innocent bystanders in this problem. Particularly since the Port Huron decision, which I consider very bad.

"But to me no one, political

(Continued on page 89)



WHADDA YA MEAN, "RABBITS"?

These, my friend, are CHINCHILLAS . . . the in-the-money bunny . . . the aristocrat of the rabbit world. We dug up this photo because it's a perfect illustration of theWIBW audience.

You see, we're a *farm* station. Always have been. As a result, WIBW is the station that Kansas farm families have *always* listened to most*. And when it comes to spendable income, WIBW listeners are the aristocrats in this area. Twelve consecutive years of wonderful crops and high prices have taken care of that.

CASH IN on this known buying power and known listening preference. USE WIBW!

* *Kansas Radio Audiences 1940-52*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

upcoming

Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

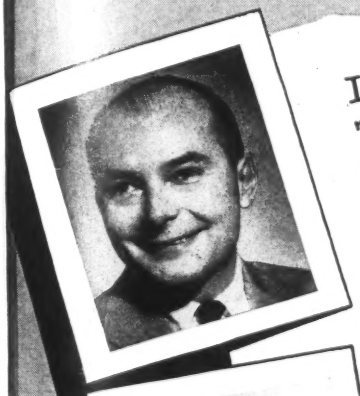
Jan. 15: Workshop, Radio & TV Executives Society, NBC Studio 6-B, New York.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

AP NEWS = sales... sales... sales... sales



INDIANAPOLIS, IND. (WIBC)

"CONTINUOUS SPONSORSHIP BY PETER PAUL CANDY OF THE 7:00-7:10 A.M. AP NEWS SPEAKS FOR ITSELF -- THEY ARE NOW IN THEIR SEVENTH YEAR."

RICHARD M. FAIRBANKS
PRESIDENT, GENERAL MANAGER

CHARLOTTESVILLE, VA. (WCHV)

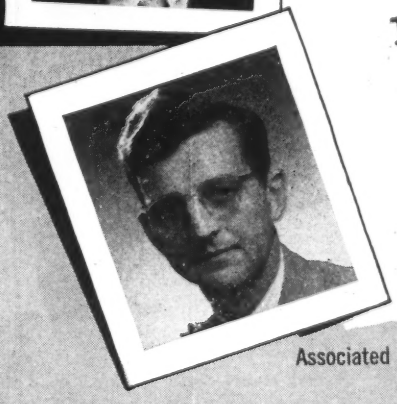
"AP NEWS SERVICE IS THE BACKBONE OF OUR RADIO STRUCTURE. OUR NEWS SPONSORS, 18 DIFFERENT ONES DAILY, FEEL AP NEWS IS RADIO'S STRONGEST FEATURE AND PUBLIC SERVICE. AP NEWS SERVICE, WHILE OBVIOUSLY PROFITABLE, ENABLES US TO FULFILL ONE OF OUR MOST IMPORTANT OBLIGATIONS TO THE PEOPLE OF OUR COVERAGE AREA."

ROBERT C. WALKER
MANAGER

WASHINGTON, D. C. (WTOP)

"AP NEWS DOES AN OUTSTANDING SELLING JOB FOR RADIO SPONSORS. I DON'T KNOW WHAT WE'D DO WITHOUT IT."

JOHN S. HAYES
VICE-PRESIDENT, GENERAL MANAGER



LOCKPORT, N. Y. (WUSJ)

"AP NEWS ALWAYS ENJOYS PEAK AUDIENCES, PEAK SALES. ADJACENCIES TO AP NEWS ARE A NEAR SELLOUT. WE'VE JUST SOLD ONE AP SHOW FOUR YEARS IN ADVANCE-- AP'S 1956 ELECTION RETURNS."

JACK GELZER,
STATION MANAGER

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

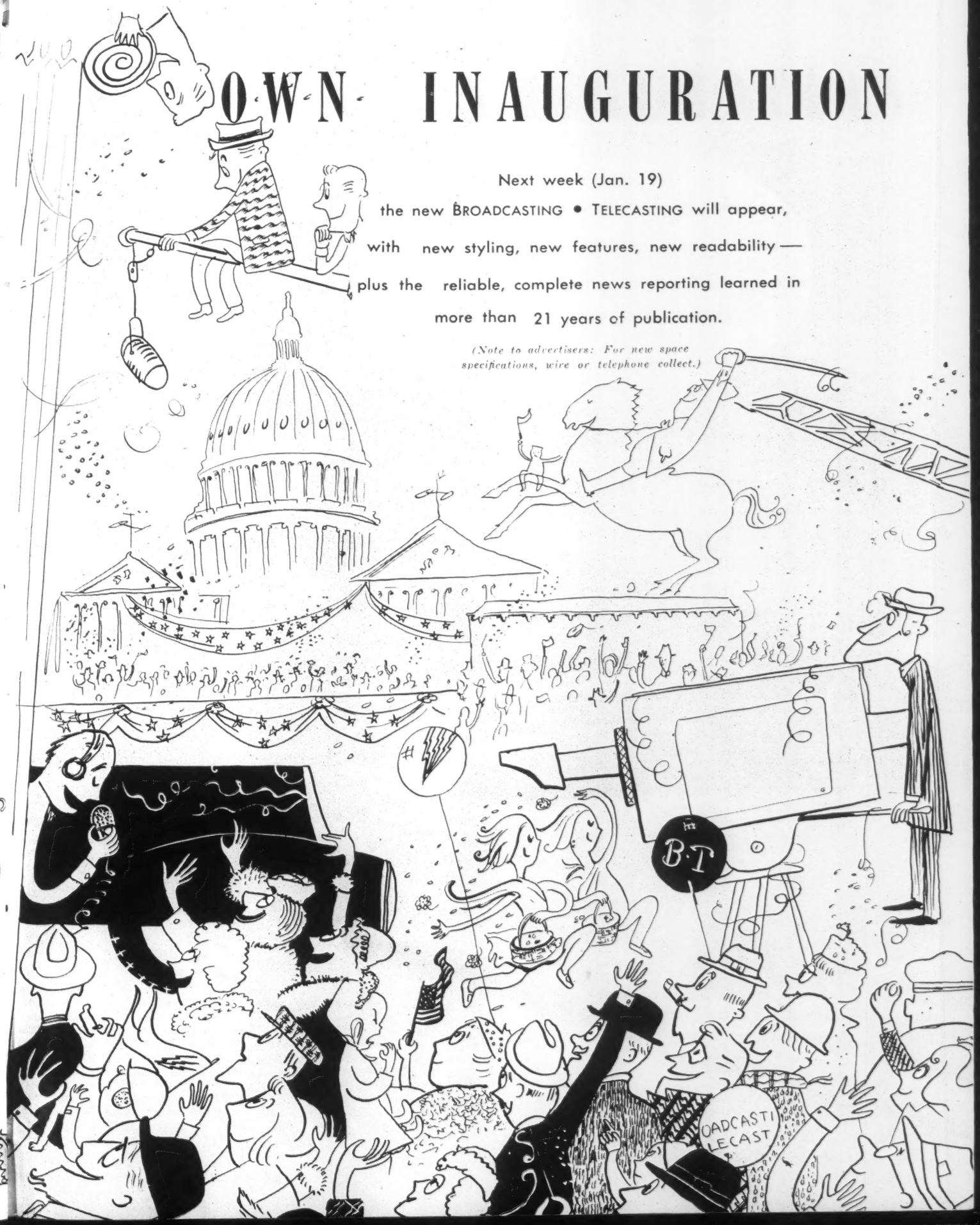
XUM

WE'RE HAVING OUR
BROADCASTING
TELECASTING
Jan. 19
14 ST
TELECAST
BT

OWN INAUGURATION

Next week (Jan. 19)
the new BROADCASTING • TELECASTING will appear,
with new styling, new features, new readability —
plus the reliable, complete news reporting learned in
more than 21 years of publication.

(Note to advertisers: For new space specifications, wire or telephone collect.)



XUM

WOODland! AM

Sold - 384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES?

1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level — in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted $400 a week for radio and TV advertising over the 24-week period. This broke down as follows:

Daytime TV (announcements only) — first and third six-week periods

Daytime and Nighttime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. *No other promotion was used.*

(Copy continued in ad at right)

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

open mike

Grade A Milk Bowl

EDITOR:

This has been a period of real progress for the Milk Bowl, and I have a sense of real appreciation for the help and encouragement given by many folks thoroughout the past year. . . May I express gratitude for your good will toward this project.

As you know, the 1952 Milk Bowl had national press, radio, movie, magazine and TV (film) coverage. . . The game was broadcast over the full facilities, coast-to-coast, more than 550 stations, of the Mutual Broadcasting System, as the Game of the Week, with Al Helfer doing the play by play. . .

The 1953 National Milk Bowl will be held in Lufkin, Tex., probably on Dec. 5 or 12. Radio and TV coverage continues to be welcome. Radio Station KTRE is the local station in Lufkin; this station may also be a TV one by December, providing both radio and TV broadcast possibilities.

Eugene C. Weafer
Executive Director
The National Milk Bowl
Bryan, Tex.

* * *

WQXR Network

EDITOR:

I noticed that in the issue of Dec. 29 on page 78 you failed to include WWNY-FM Watertown, N. Y., and WMSA-FM Massena, N. Y., in the article on the WQXR network.

Since an omission is a rarity in your fine magazine, I am sure that you will be willing to correct this error. . . .

Earl R. Kelly
Station Manager
WWNY-AM-FM
Watertown, N. Y.

* * *

Low, Lower, Lowest

EDITOR:

We never like to make a statement that is not a fact. Accordingly, when we said WFPG-TV was the lowest rate in TV, we were stating the truth.

Frank Koehler of WROV-TV, contemplated operation in Roanoke, called attention to the fact that his proposed station was $140 per hour compared with ours of $150 per hour [OPEN MIKE, Dec. 22]. . . . However, you will note that his rate states "local rates" of $140. . . . Accordingly our $150 per hour nationally for WFPG-TV is still lowest. . . .

Fred Weber
President
WFPG-TV Atlantic City, N. J.

Global Coverage

EDITOR:

It isn't often that an independent 250 watter can lay claim to being heard around the world but on Dec. 23 WNEB's *Way Back Home* program for AFRS was piped around the globe by 60 AFRS stations overseas. Constant plugging of the show, handled by our special events director John Bassett, alerted the home folks to write to their servicemen. The result was that grateful letters came in from Japan, Korea, Germany and Italy from Worcester boys who heard a word picture of the home town.

This is a type of public service that results in inestimable good will for the station. It gives the station one of the finest opportunities to serve the community in which it exists and upon which it depends for a healthy living.

The feeling of warmth you get from receiving those letters of thanks is all the reward you could ask for.

John J. Hurley
General Manager
WNEB Worcester, Mass.

* * *

How Big Is Texas?

EDITOR:

The Dec. 29 issue of BROADCASTING • TELECASTING carries an ad on page 10, placed by Broadcast Advertising Bureau. BAB states there are 27,424,500 automobile radios alone in these United States.

In the same issue, on page 74, in "Programs, Promotion, Premiums" I see a special story on a recent promotion of WOAI San Antonio. Here, WOAI claims there are 21 million auto radios in the WOAI coverage area.

I know Texas is big. . . but THAT BIG?????

Bob King
WNAX Yankton, S. D.

[EDITOR'S NOTE: Not WOAI but a B•T staffer unnecessarily added to Texas' size. The WOAI promotion said there were 21 million auto radios throughout the U. S.]

* * *

Availabilities

EDITOR:

. . . A story [in B•T, Dec. 22, 1952] states that [our] newscasts are not available for sponsorship.

Since we are kinda happy about our 18% increase in sales, we don't want national agencies to think we don't need more business. The 12:30 and 4:30 p.m. *Scranton Times* newscasts are not for sale, but all the others available are. . . .

Cecil Woodland
General Manager
WQAN Scranton, Pa.

FUNDS FOR VOA

$50 Million Asked

THE STATE Dept. has asked the 83d Congress for nearly $50 million to finance Voice of America operation and station construction after next July 1.

This figure was contained in the President's fiscal 1954 budget submitted to Capitol Hill last Friday (see funds story this issue).

The International Information Administration is seeking $114,515,800 for its overall information and educational activities, with $28,328,000 tabbed for "radio broadcasting service." Another $20,200,000 is requested for "acquisition and construction of radio facilities."

An increase of $27 million-plus over the current year is asked for IIA because of "the costs of operating new radio facilities" and "other program activities to meet current psychological objectives in critical world areas." It was understood that IIA originally sought $135 million but was cut by the Budget Bureau.

The $20,200,000 would be used "for completion of two facilities and for acquisition of sites and equipment for three additional facilities in a world-wide radio broadcasting network." Funds for broadcasting service cover programs transmitted from the U. S. and overseas relay stations and transcriptions of radio-TV programs shipped for use on local outlets.

A sum of $100,000 from overall IIA monies is to be made available to private broadcasting licensees for developing programs to be beamed to Western Europe and Latin America. Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL), had suggested this provision in previous Congressional hearings.

The President's budget request served to point up the importance of IIA's role in psychological warfare and the potential overhauling of the entire U. S. foreign information program, of which the shortwave radio arm is but one major part.

Possible Revisions

Speculation is rife that the Eisenhower administration will accelerate the whole program, reorganizing IIA and perhaps giving it a greater status. There is talk of a super psychological - information agency which would comprise all U. S. foreign information activities —with the pattern interweaving functions of the old OWI, the Psychological Strategy Board and other groups—and be divorced from the State Dept.

A Senate Foreign Relations subcommittee has been looking into overseas information functions, not alone of State but of the Defense Dept., Technical Cooperation Administration, Mutual Security Agency and other departments. The subcommittee staff has recommended separation of VOA from the State Dept. [B•T, Nov. 24, 1952].

Subcommittee members have returned from field trips to Europe, the Far East and Near East and will report by Jan. 31. Hearings are scheduled but no definite date has been set. Subcommittee is headed by Sen. J. William Fulbright (D-Ark.).

IIA has had its own long-range study underway, with Dr. Wilson Compton, himself just returned from a worldwide tour, prepared to report his findings to Secretary of State Dean Acheson before the latter is succeeded by John Foster Dulles.

Dr. Compton has concerned himself with inspection of field operations looking toward greater stress on U. S. information field offices (and VOA)—so-called localization of radio and other media—and a reanalysis of domestic VOA facilities. Inherent in a potential streamlining is the consolidation of certain U. S. shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming. Latter study is based on a report prepared by Booz, Allen & Hamilton at the request of the State Dept. Its contents have not been revealed for security reasons.

Consolidation of some domestic facilities fits the pattern of greater emphasis on field operations, with more radio programs beamed directly from foreign countries where feasible—and perhaps with the aid of nationals of those countries [B•T, Oct. 27].

Meanwhile, IIA is due to get a new chief shortly—Carl W. McCardle, chief of the Washington bureau of the *Philadelphia Bulletin* and veteran newspaperman. He was appointed by President-elect Eisenhower to succeed Howland Sargeant as Assistant Secretary for Public Affairs. Dr. Compton would report directly to him. His appointment is subject to Senate confirmation.

SEATTLE CAMPAIGN

$24,812 in Time Donated

RADIO contributed an estimated total of $16,800 in free air time and television, $8,012, in the Seattle November pedestrian safety campaign.

This is one highlight of the first report on Seattle's Traffic Safety Crusade, being conducted jointly by the Advertising & Sales Club of Seattle and the Seattle-King County Safety Council.

All radio stations used the spots in varying degrees. . . . KING broadcast 1,152 spots during the campaign, estimated as equivalent to $9,734 worth of commercial time.

As for TV, the report stated that the city's only TV outlet, KING-TV, donated time "valued at $8,012 for its 115 public service spot announcements on pedestrian safety alone."

WOODland ! TV

copy continued from preceding ad

RESULTS? PLENTY!

WE SOLD 384,320 COOK BOOKS . . .

More than twice the total population of Grand Rapids! Moreover, our well-heeled WOODlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT . . .

In a report printed especially for our Missouri-born friends. It's a complete breakdown of the WOOD and WOOD-TV Cook Booklet Story, including stores used, copies sold and detailed description of the radio and television advertising schedules. Once again, we offer conclusive proof — THE RICH GRAND RAPIDS MARKET IS YOURS OVER WOOD AND WOOD-TV!

Write for your copy today, direct to us or your nearest Katz Agency.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

IN REVIEW . . .

"This Is Charles Laughton," 15-minute weekly program, filmed by Sherman Harris Productions, telecast on 21 stations.
Sponsor: Duffy-Mott Co. (Mott's Apple Products; Sunsweet Prune Juice).
Agency: Young & Rubicam; Account Executive: Frank Henderson.
Production Cost: Approximately $5,000.
Cast: Charles Laughton.
Producer: Paul Gregory.
Associate Producer: Sherman Harris.
Director: Charles Laughton.
Research: Albert Brush, Charles Laughton.
Cameraman: Jack MacKenzie.
Film Editor: Bob Golden.

THE basic principles of TV production are shattered by Paul Gregory, producer of *This Is Charles Laughton*, in the quarter-hour film series which made its debut last week on 21 stations in 20 cities, two stations being used in New York.

In this program there is no rapid motion across the screen. There is no scenery and scarcely any props —a small table atop a large one and a couple of books. There is only a man, leaning against the table and talking or reading. But, since the man is one of the finest actors of our time and since his material is carefully culled from the most readable writings of the world's greatest writers, that is quite enough.

The basic format of the series is disarmingly simple. A theme is selected and discussed briefly by Mr. Laughton, who, once the mood is established, reads appropriate passages which contrast the treatment of the theme by an ancient and a modern writer. If this reminds you of Lit. 2 at college, don't be alarmed. With Mr. Laughton doing the reading, there will be no nappers in this class. The sponsor, with exceptional consideration for both the star and his audience, has omitted the customary middle commercial so that the mood of the program is unbroken and the reading goes on without interruption.

Consistent for each program, the mood of the various program units varies widely throughout the series, now philosophical, now gay, here contemplative, there dramatic or romantic. One might expect Mr. Laughton to wring the full flavor from each type of reading, as his sponsor presses the last bit of juice from each apple, and one is not disappointed. Reading the story of David and Goliath from the Old Testament in an early program, he is alternately the confident, almost cocksure youth urging King Saul to let him face Goliath; the uncertain King, reluctant to send the boy to almost certain death and yet not knowing what else to do; the boastful and defiant giant Philistine.

Another program, lightly humorous in tone, deals with folklore and fable, contrasting the works of Aesop and the Brothers Grimm with the modern fables of James Thurber. Mr. Laughton here recalls the familiar tale of Little Red Riding Hood with its "What big teeth you have, grandmother," climax, that, he comments, "is enough to scare any child to death." He follows this with Thurber's version of the same story in which the modern Red Riding Hood sees at once that the gowned and hooded figure on the bed in no way resembles her grandmother and shoots the wolf before he can "eat you, my dear." Mr. Thurber's moral: "It's not as easy to fool little girls as it used to be," drew a contagious chuckle from Mr. Laughton.

This same program opened with some limericks and a couple of verses from that old favorite collection of "Ruthless Rhymes from Heartless Homes" — the classic "Little Willie in the best of sashes ****" whom no one liked to poke up, and the less familier "In the drinking well, which the plumber built her, Aunt Eliza fell. We must buy a filter." Mr. Laughton's rendition of these childhood classics hit precisely the right note of enjoyment of these gay trifles for what they are, with no hint of the usual apologetic adult attitude for wasting time on such childish matters.

Mr. Laughton was equally successful in attuning his delivery exactly in the proper key in the more sober telecast contrasting Shakespeare's "Seven Ages of Man" with Thomas Wolf's prose treatment of man's earthly span in *You Can't Go Home Again*. This telecast proved a bit of TV sabotage, for one viewer at least, as it drove this reviewer to his bookshelf to find that passage and the rest of that evening was spent reading instead of viewing.

Technically, the production is excellent throughout, with one small defect. The sensitive microphone, in transmitting the nuances of Mr. Laughton's voice, also picks up with unhappy emphasis his gulping inhalations, introducing a needlessly discordant note into the otherwise flawless performance.

CBS Appointments

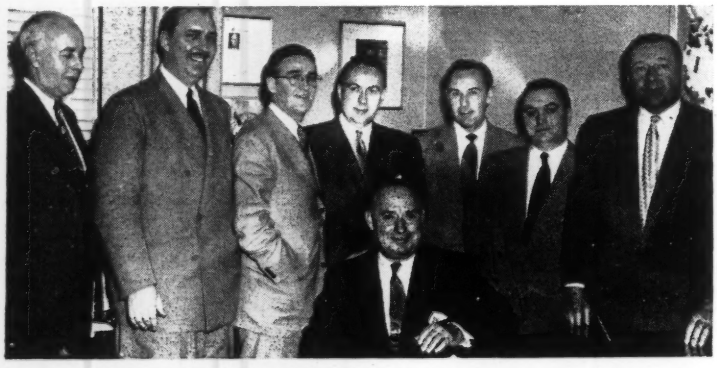
APPOINTMENTS of Kingdon S. Tyler as manager and Harold W. Van Wagenen as assistant manager of CBS' building construction department were announced last week by Frank Faulkner, vice president in charge of operations for CBS-TV. Mr. Tyler who joined CBS in 1938, will be responsible for construction of the new CBS-TV production center in New York. Mr. Van Wagenen became associated with CBS in 1944.

TV OPPORTUNITY
McCormick Points Up

OPPORTUNITIES in television for experiment and innovation are "more spectacular" than in the "older enterprises," said Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, licensee of WGN-AM-TV and WGNB (FM), in a New Year address to listeners and viewers.

Col. McCormick, enlarging upon the accomplishments, past and future, of the *Tribune's* broadcast subsidiaries, said the company "did well" in TV in 1952, and hoped to do better. And, he added, "We'd better do better in radio."

Speaking of progress made and records broken, he said "We have trained ourselves in new skills and taught ourselves new techniques in the very complicated field of audio-video communication."



KEYSTONE Broadcasting System's New Year party for agency people given at KBS Chicago headquarters included these radio-TV men (l to r): Martin Fritz, Buchen Co; Clarke Trudeau, Beaumont & Hohman; Ed Fitzgerald, J. Walter Thompson Co.; William Wilson, Young & Rubicam; Jack Fisher (seated), M. M. Fisher Assoc.; Dave Williams, Geoffrey Wade Adv.; Julian Grasewicz and Fred Norman, Grant Adv.

BUFFALO HEARING
Explores N. Y. Educational TV

FIRST in a series of public hearings examining the role of television as an educational medium was held last Tuesday in Buffalo under the auspices of the New York State Temporary Commission on the use of television for educational purposes. Another session will be held in New York on Wednesday and a final one in Albany Jan. 21.

Thirty-eight persons spoke at the Buffalo hearing in favor of a New York State Board of Regents plan to construct a state network of 10 educational TV stations. Only opposition came from Charles A. Suchan Jr., executive secretary of the Business & Civic Assns. of the Tonawandas Inc., who conceded that educational television was desirable but urged consideration be given to the taxpayer who would bear the expense.

The Temporary State Commission, set up by Gov. Thomas E. Dewey, must present its report to the legislature by Feb. 10. The Board of Regents has until June 2 to convince the FCC that it can implement plans to operate the six stations for which FCC has approved construction permits.

WPTF NEWS BEAT
Reports Plane Crash

WPTF Raleigh claims it scored a clean news beat on the crash of an Air Force C-47 in dense woodland 15 miles outside that city Jan. 3, when Special Events Director Phil Ellis got out of bed at 4:20 a.m. to track down the story.

Bill Jackson, who opens the station, noticed a brief wire report originating from the Raleigh-Durham airport that a plane had crashed in an unknown location near Raleigh, and routed Mr. Ellis from bed. By 5 a.m. Mr. Ellis was at the airport. Then hearing a highway patrol report giving a clue to the crash location he hurried to the area and joined a search party which found the wreckage at 7:30 a.m. in heavy fog and driving rain.

Mr. Ellis, who was the only newsman on the scene, according to WPTF, sped back to the station, put a report on the air at 7:48, and wrapped up the story with a regular newscast at 7:55.

RFE's Lang to Talk

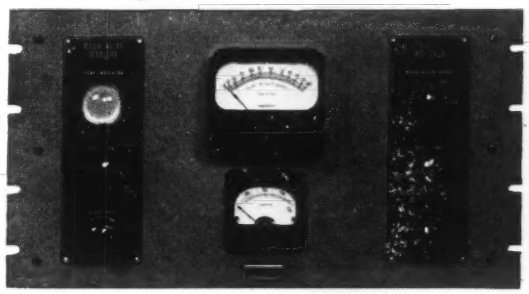
ROBERT LANG, director of Radio Free Europe, will address the luncheon session of the Chicago Federated Advertising Club Jan. 15 at the Morrison Hotel, in a talk on the work being done via RFE to reach people behind the Iron Curtain.

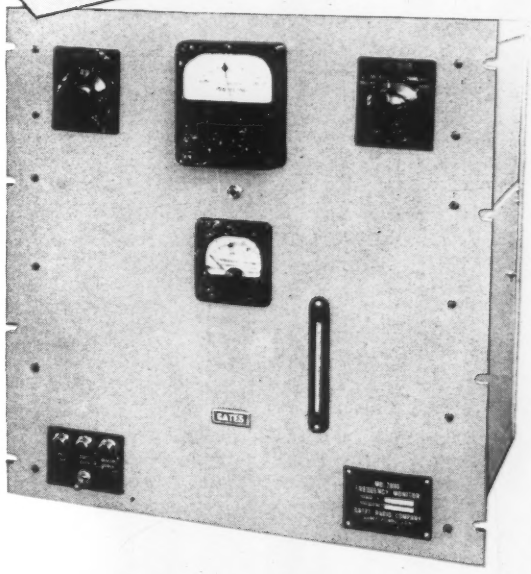
BILL SILBERT has been signed as m.c. of new *Let's Go Bowling*, Saturday show on WABD (TV) New York.

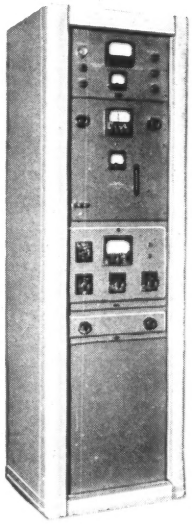
XUM

LABORATORY QUALITY!

PRODUCTION LINE PRICES!







LEFT: Gates MO-3066 complete transmitter accessory cabinet consisting of Frequency Monitor, Modulation Monitor, Limiter, Input Switching Panel, complete wiring and coaxial attachment cables. Already to attach to any broadcast transmitter. Saves work at time of installation plus assuring top performance. — Your "Gatesway" to better broadcasting.

Built by GATES Sold and backed by GATES

● GATES approved frequency and modulation monitors are quality instruments built to highest laboratory standards. Because of their universal acceptance by the industry, production line manufacturing is possible. This means a savings in cost to you.

Hundreds of these GATES FCC approved Monitors are in daily use by radio stations around the world. If you are purchasing new monitors, it will pay you to check pages 27 thru 30 of the Gates Transmitter Catalog. If your present Gates Catalog is badly worn or lost, let us send you a new one.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

IMAGINE!

OVER $2,500.00 WORTH O
WATCHE

. . . 52 BRAND NEW
GRUENS FOR YOU
TO GIVE AWAY

The Most Exciting GIVE-AWAY DEAL Ever to Hit Radio!

AMERICA'S
NO. 1 FAVORITE!

THE GUY Lombardo SHOW

"The Sweetest Music This Side Of Heaven"

FREE!
NOTHING LIKE THIS EVER HAPPENED IN YOUR CITY
You get a
STAR-STUDDED SHOWCASE
of musical entertainment!
Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.
You get all the elements for a
SMASHING SALES-SUCCESS!
Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.
You get
MORE SALES -- MORE PROFITS!
as the No 1 advertiser in your market!
THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

editorial

Educated TV-Radio

FIRST SPONTANEOUS practical demonstration of what commercial TV and radio, with their established audiences, can do for education occurred last week in Baltimore.

The story is a simple one: Schools were forced to close by a city-wide maintenance strike. Most of the city's radio and television stations, quick to recognize the opportunity to serve, stepped into the breach. With the Board of Education preparing material and furnishing teachers, a regular schedule of classes was maintained.

The public reaction has been tremendous.

At the same time the New York State Temporary Commission on Educational Television is holding hearings exploring the "role of TV as a teaching medium." From first reports they are hearing a group of well-coached witnesses, all of whom see the "great need" for noncommercial educational television. Only a scattered and unorganized few have pleaded the case for the taxpayer.

It is hard to see how proponents of educational TV can overlook the Baltimore example. If colleges and universities would set up laboratories to train personnel and plan educational programs in cooperation with commercial stations all of the advantages of teaching by television could be accomplished at relatively minor expense.

Agriculture colleges train experts in farming. Mining schools turn out our most accomplished mining engineers. Why not state-financed training in teaching by radio and television? This pattern is set. The cost to the taxpayer would be practically nil.

Delivered From Exile

IF THE decision of Speaker Joseph W. Martin Jr. to readmit radio and television to House committee hearings can be taken as symptomatic of the 83d Congress' attitude toward these media, broadcasters (and the U. S. public) can be grateful that there is a new command on Capitol Hill.

The ban which Mr. Martin revoked and which the then Speaker of the House, Sam Rayburn, summarily imposed 10 months ago was an inexcusably reactionary action. The new Speaker's reversal of his predecessor's ukase repatriates radio and television from intolerable exile.

It would appear from this action that in this Congress radio and television may receive more sympathetic consideration than in former years. The opportunity exists to obtain relief from several problems other than that of obtaining equal access to news-making procedures.

Chief among these are the problems created by the contradictory and restrictive laws and regulations governing political broadcasting. The Congress will reconsider at least two corrective measures that were introduced in the last session, the O'Hara bill which was reintroduced last week and the Horan bill which is scheduled for resubmission.

In our view neither of these would satisfactorily resolve the dilemmas that obtain when campaigns are in progress, but better legislation has a chance of passage if broadcasters will assist in its preparation.

It seems promising that broadcasters can make more progress toward their goal of equality of freedom in this Congress than in others of recent times.

George Did It

THE firing and rehiring of George S. Kaufman, dyspeptic panelist on *This Is Show Business*, illustrates the grave need for resolution of the growing conflict between commercial aspirations and artistic responsibility in TV.

As everyone knows by now, Mr. Kaufman was fired by the American Tobacco Co., sponsor of the show, after "several hundred" letters were received protesting one of his remarks on a pre-Christmas telecast. The letter writers interpreted as sacrilegious his expressed hope that it would be one show on which no one sang "Silent Night."

Last week he was rehired by CBS-TV to appear on the program after the present sponsor's contract runs out, a decision announced by the network after his dismissal was protested by about the same number of people whose complaints had led to his ouster by American Tobacco Co.

Undeniably, CBS-TV acted with commendable independence in restoring to grace a personality who had been stamped as controversial by an important advertiser. To exercise such independence is not easy.

Nothing is terrorized so quickly as a sponsor with a large television investment to protect. It is up to telecasters to immunize themselves against the frights that a flurry of letters can induce among their customers.

Old Pro

FRANK WHITE, an old pro, takes over the presidency of NBC at what is obviously a critical period. It will mean a new era of brisk competition on a business basis.

Frank White knows the broadcasting business, having been part and parcel of it for 16 years. He came up through the accounting end. He appreciates the value of a buck. In 1949 he took over the helm of Mutual, when querulous people figured a fourth live radio network couldn't survive. It was the only radio network to improve its position during that frenzied "TV Revolution" period.

Three years ago Joseph H. McConnell brought a fresh viewpoint to NBC as its president. He had been a successful lawyer and had served with RCA in executive capacities. That was a critical time too. Mr. McConnell encountered a number of basic problems, notably in relation to rates and competition. Mr. McConnell, who could have remained in the top RCA organization, elected to join Colgate-Palmolive-Peet, one of the best customers or radio and TV. His NBC experience will serve him well.

For many months there has been talk about network operation being unprofitable and about fundamental changes in concept, which might see networks selling their services as do press associations in the news field. Some of this talk has gone so far as to speculate upon the eventual sale by RCA of its radio, and possibly its television network. This we question.

Rather, we feel that the RCA board, acting at the behest of RCA-NBC Board Chairman David Sarnoff, made these new moves to strengthen and solidify its network services. Certainly Gen. Sarnoff, whose vision in the development of the electronic media has been all but clairvoyant, didn't select Frank White to preside over the liquidation of the world's first network operation.

Instead, we see in NBC's latest move, a project to strip off the fat and the fanciful, in the realization that the network business—both radio and TV—will become more rugged in the months ahead and, admitted that they are the most powerful media extant, it takes salesmen to sell them.

our respects to

LESTER EDWIN WADDINGTON

IN FIVE years at Miles Labs., Lester Edwin Waddington has learned the tricks of selling very competitive items of relatively low cost and high turnover, and has added a few of his own.

Assistant advertising manager of the Elkhart, Ind., company and product supervisor on Bactine, Mr. Waddington has worked in all media for the internationally distributed line, but has specialized in broadcasting as radio and television director.

The line was started with Alka-Seltzer, and slowly grew with development of One A Day vitamins; Tabcin, an anti-histaminic compound; Bactine, an antiseptic, bactericide, cleanser and deodorant, and Nervine, in both liquid and tablet form.

Radio, with its high saturation of all U. S. homes, has long been the keystone on which the advertising budget has been built. In 1951 the company reportedly spent nearly $8½ million on major media. Of this sum, an estimated $6½ million went to network radio, and more than one-half million dollars to network TV.

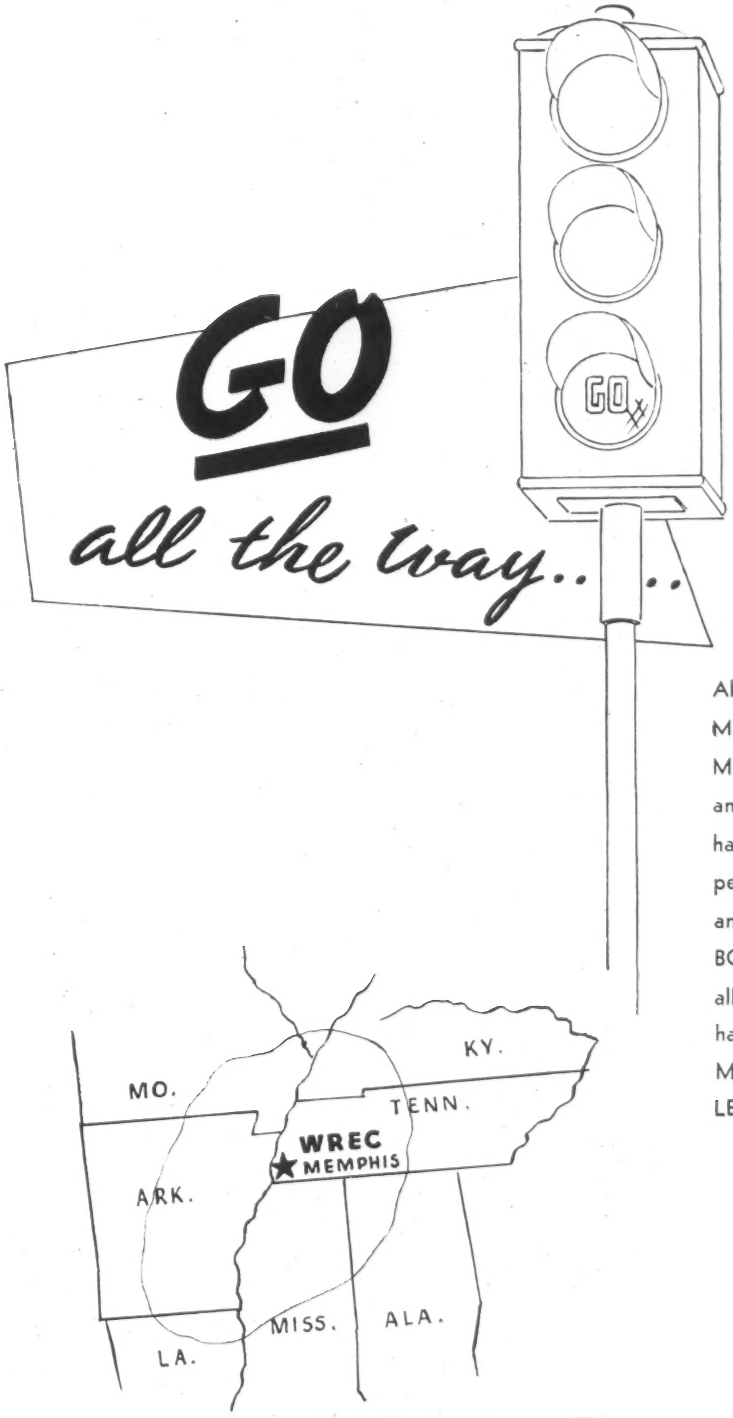
Mr. Waddington supervises programming as well as the scheduling of radio and television buys, which is a Miles pattern. That pattern calls for saturation of all possible audience segments with shows encompassing all tastes, ranging the gamut of daytime serials, variety, comedy, news and music. Time periods for shows and spots also are scattered in an effort to reach a maximum audience and the consumer market.

This kind of radio, Mr. Waddington says, is necessary because of the nearly 100% distribution of Miles products. Multi-weekly mentions are required to continue to move a high-volume impulse item from the druggists' shelves.

Alka-Seltzer, despite its universal consumer acceptance and high distribution, needs a sustained program of frequent mentions, he says. "We, of course, watch our ratings relative to audience coverage and program cost, in order to obtain the best possible homes-per-dollar ratio."

Mr. Waddington, who was named radio-TV director in 1949 after joining Miles in 1947 as assistant advertising manager, has been aided in his television tasks by an avid interest in photography, which he began as an enterprising youngster engaged in making his own pinhole cameras and enlargers. From the Elkhart headquarters of the company, he supervises all productions and commercials,

(Continued on page 85)



All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet. High quality programming appeals to the audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Hooper rating of any Memphis Radio station). The cost? 10% LESS per thousand listeners than in 1946.

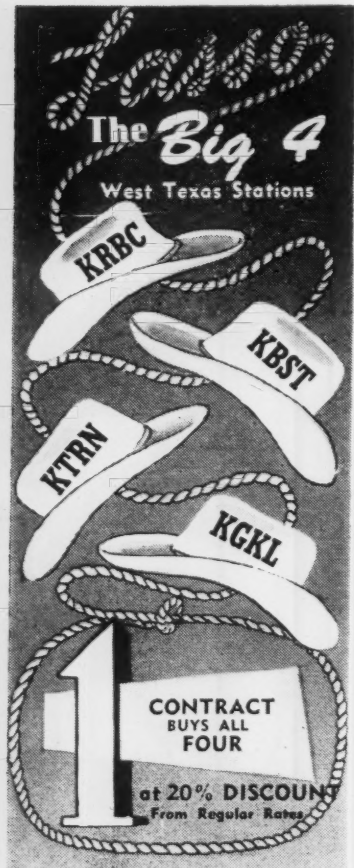
WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

XUM



KRBC Abilene
5,000 Watts Day — 1,000 Night
KGKL -- San Angelo
5,000 Watts Day — 1,000 Night
KBST -- Big Spring
250 Watts
KTRN -- Wichita Falls
5,000 Watts Day — 1,000 Night

1 Contract 1 Billing for all 4

See Discounted Rates Under

West Texas Packaged Stations

or contact the

John E. Pearson Co.

front office

RALPH QUAY, chief engineer, WDOK Cleveland, adds duties of assistant general manager.

MANNING SLATER, vice president in charge of sales, WICC Bridgeport, Conn., appointed business and sales manager. DAVE BODGE added to station's sales staff.

FORREST WALLACE, radio consultant and one time general manager, KWBC Fort Worth, to KPOL Los Angeles as general manager.

WILLIAM G. STEWART, commercial manager, KFKA Greeley, Col., appointed station manager.

Mr. Stewart

THEODORE F. SHAKER transfers from CBS TV Spot Sales staff, Chicago, to New York. BRUCE BRYANT replaces him in Chicago.

KMMO Marshall, Mo., appoints John E. Pearson Co. as station representative.

HARRY WHEELER, former commercial manager, WCOP Boston, to WLAW that city, as regional sales manager. NONA KIRBY named national sales manager at latter station and DAVID M. KIMEL, WLAW sales staff, named manager of station's Lawrence sales office.

KENNETH R. HYMAN, chief engineer, KCOR San Antonio, Tex., promoted to vice president-general manager in charge of technical department.

HENRY T. HEDE, business manager of ABC's TV services department, named administrative assistant to C. NICHOLS PRIAULX, vice president and treasurer of ABC.

WARREN M. MORTON, WOR-TV New York account executive, to similar post in ABC-TV's sales department.

GEORGE W. CLARK Inc., Chicago, appointed station representative for WRFD Worthington, Ohio.

JOE MARSHALL returns to KCBS San Francisco, as account executive, after tour of duty with U. S. Air Force.

ARTHUR GERBEL Jr., state campaign manager for Washington Gov. Arthur B. Langlie, returns to KJR Seattle, as assistant general manager.

WILLIAM S. VERNON, account executive, WABD (TV) New York, to Blair-TV Inc., same city, as account executive.

DEC SONNER, transcription librarian, KFI Los Angeles, promoted to sales service coordinator.

KENNETH MEYER appointed assistant manager, KVWO Cheyenne, Wyo.

BOB FREKER to sales staff, WJAS Pittsburgh, Pa.

JOHN E. PEARSON Co., N. Y., appointed national representative for WJJL Niagara Falls, N. Y.

JERRY HEMPHILL, disc m.c., KALI Pasadena, to KPOL Los Angeles, as account executive.

Personals . . .

ARTHUR HULL HAYES, general manager, KCBS San Francisco, appointed radio chairman for city's March of Dimes campaign. . . . CHARLES H. CRUTCHFIELD, general manager of WBT and WBTV (TV) Charlotte, named to radio committee of Commission of Mass Communications for National Brotherhood Week, Feb. 12-22. . . . ALLAN BUTTRICK ROGERS, member of board of directors, Hildreth & Rogers Co., licensee of WLAW-AM-FM Boston, and Joyce Demers were married Jan. 3. . . .

ROBERT E. KINTNER, ABC president, has accepted chairmanship of Radio Div. of New York Heart Assn.'s campaign for 1953. . . . JAMES T. AUBREY Jr., general manager, KNXT (TV) Hollywood, father of boy, James Watson, Jan. 5. Mother is PHYLLIS THAXTER, stage-film actress.

BROOKS ELECTED
Is Named Allied Executive

ELECTION of William F. Brooks, former NBC vice president, as executive vice president and a director of Allied Public Relations Assoc. was announced last week by the president and board chairman, David B. Charnay.

Mr. Brooks

Mr. Brooks will supervise the company's services at its home office, 745 Fifth Ave., New York, and in Washington, Chicago and Los Angeles, and also will direct an expansion program, the announcement said.

Allied specializes in commercial and industrial accounts. Mr. Brooks, who has been operating his own public relations firm since leaving NBC last fall, continues to serve as special consultant on public relations to NBC and other organizations.

WYATT QUITS
Leaves Forjoe for Clark

WILLIAM RALEIGH WYATT has resigned as vice president in charge of the midwest division of Forjoe & Co., station representative firm, and will join George W. Clark Inc., representative, as vice president in charge of the eastern division. Mr. Wyatt will headquarter in New York.

He was associated with Forjoe since 1947, when he joined the New York staff as a salesman. He transferred to Chicago in 1949 as manager and an officer of the company. Mr. Clark, who headquarters in Chicago, has named John Stewart manager of television sales in the New York office, where he has worked since the company was organized a year ago. George W. Clark Inc. also maintains offices in Los Angeles and San Francisco.

CBS IN MEMPHIS
Maier, Holtshauser Named

MEMPHIS office of CBS Radio and Television Spot Sales and CBS-TV Film Sales has set up separate units for radio and TV. H. W. Maier Jr., account executive, was named manager of CBS Radio Spot Sales, and H. H. Holtshauser, manager of radio spot sales office there since 1948, was appointed manager of CBS-TV Spot Sales and Film Sales.

The change was announced last Monday by J. Kelly Smith, administrative vice president of CBS Radio, and Merle Jones, CBS-TV vice president in charge of owned stations and general services.

WILSON W. WYATT, personal campaign manager for Illinois Gov. Adlai Stevenson during his Presidential campaign, has been chosen by WHAS Louisville, Ky., as Man of the Year.

Have You TIME For These?

There will be SPECIAL EXTRAS for both Radio and Television that will be sent to you during January.

RADIO-TELEVISION PROGRAMS
COMING YOUR WAY

QUARTER-HOUR TRANSCRIPTIONS

June Allyson
Ralph Flanagan
Eddy Arnold
Kay Starr
National Symphony
Fred Waring and Pennsylvanians

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

Nina Foch
Faye Emerson
June Lockhart
Jack Carson
The Bell Sisters
Tennessee Ernie
Anne Baxter
Lloyd Nolan

and special films on the Gamma Globulin research field test and special issues of the 1953 March of Dimes Newsreel?

JOIN THE 1953 MARCH OF DIMES

JANUARY 2nd - 31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio - TV and Motion Pictures

TELEPHONE BEekman 3-0500

XUM

SNADER CASE

Rosenbaum Is Arbitrator

TANGLED litigations involving Snader Telescriptions Corp. and Snader Telescriptions Sales Inc., have taken a new turn as former judge Samuel R. Rosenbaum, Philadelphia and New York attorney and trustee of the music performance funds, was brought in as sole arbitrator to solve the long standing differences between the directors.

All court action has been stayed and those involved in the various suits and counter-suits on file have agreed to abide by his decisions.

Hearing of testimony which started Jan. 2 in Judge Rosenbaum's Beverly Wilshire Hotel suite in Beverly Hills, was expected to last one week, with decisions to be rendered in about three weeks.

Controversy centers on sale of Snader Telescriptions to Ben Foye of Studio Films Inc., which Louis D. Snader charges his partners Alexander Bisno and Samuel Markovitch negotiated without consulting him and other directors of the firm. Mr. Snader sued in Los Angeles Superior Court to halt sale of these and other film properties. He also named among defendants United Television Programs, UTP president Gerald King, and 103 limited partners in STS [B•T, Dec. 15]. Mr. Snader further asked that the partnership be dissolved.

air-casters

LESLIE F. DIEBL, Muzak Inc., to WISN Milwaukee, as program director replacing **JACK RAYMOND,** now public service director at station.

LARRY HIGGINS, staff announcer, WMPS Memphis, Tenn., to KRCH Hot Springs, Ark., as program director.

JIMM SEANEY, staff announcer, WDZ Decatur, Ill., promoted to continuity chief. **TED DRAKE** and **LEW WOOD** added to station's announcing staff.

WALTER JACOBS, production director, WLWC (TV) Columbus, adds duties of program director temporarily, succeeding **EUGENE S. RAGLE,** now program director of KPTV (TV) Portland, Ore.

BILL SYMES, Southern California TV sportscaster, to ABC-TV Western Div., L. A. in that capacity.

JAMES LEONARD appointed sports director for WLWC (TV) Columbus.

WILLIAM S. DALLMANN, former director of grocery trade relations, WLW Cincinnati, to WTAM and WNKB (TV) Cleveland as manager of merchandising.

ARTHUR FLYNN, sportscaster, WLAW Boston, promoted to chief announcer.

CINDY JENSEN, assistant traffic manager, KWKW Pasadena, to KPOL Los Angeles as traffic manager.

ROBERT G. PEEL to WHEN (TV) Syracuse as promotion manager and publicity director.

JACK FRAZIER appointed director of merchandising at WLW and WLWT (TV) Cincinnati.

DEAN TURNER, KOTV (TV) Tulsa announcer, promoted to chief announcer there succeeding **JIM DUNN** who has resigned.

NORMA JEAN NILSSON and **DAWN BENDER,** Hollywood radio actresses, assigned roles in M-G-M feature film, "Years Ago."

JAN VEDER, Wilson Adv. Co., Tulsa, to KOTV (TV) Tulsa in promotion department.

STAN LOMAX, WOR-TV New York sportscaster, named top TV boxing announcer for 1952 by *The Ring*, boxing magazine.

WILLIS M. SHAWVER, announcer, WCPS Tarboro, N. C., to WARN Ft. Pierce, Fla., as disc jockey.

RUTH HARDING, chief nutritionist of Toronto Dept. of Health, to Canadian Broadcasting Corp., Toronto, as consultant on consumer buying.

JIM WALTON, WHAS-TV Louisville announcer, presented with award for "outstanding performance of 1952" by *TV Press*, city's weekly TV magazine.

BOB LEACH, announcer, WBAB Atlantic City, N. J., to KCBD Lubbock, Tex., in same capacity.

HAROLD ANDREWS, formerly with WHWB Rutland, Vt., to WGUY Bangor, Me.

GLENN WHEATON and **BILL BRENNAN,** Hollywood radio writer and director, respectively, to CBS Radio *America Calling* in same capacities.

ROBERT L. SABIN named program director at WKNY Kingston, N. Y.

JIMMIE LYNN to WPWA Chester, Pa., for new three-hour daily program, *Teen-O-Rama*.

PAUL MORRIS, producer, KING-TV Seattle, to KOMO same city, in same capacity.

ART NEVINS, assistant film director, WLWT (TV) Cincinnati, promoted to film director, succeeding **RUSS LANDERS,** who transfers to KECA-TV Hollywood, in same capacity.

ROBERT QUINLAN and **ALBERTA HACKETT** appointed production manager and assistant production manager, respectively, KNXT (TV) Hollywood.

DAVE DOMINGUEZ, foreman of all backstage crews, CBS Hollywood, has retired.

FRANK AMY, commercial writer, to WPIX (TV) New York as sales service assistant, replacing **GREG LINCOLN,** who has joined sales staff of New York office of the Crosley Corp.

ROBERT R. HIESTAND Jr., night supervisor, KTTV (TV) Hollywood, promoted to director of production.

WILLIAM ASHER, director on CBS-TV's *I Love Lucy*, to NBC-TV's *Dennis Day Show* as director-stage manager.

JOE KRIEGER, KOTV (TV) Tulsa, father of girl, Janice, Dec. 28.

News . . .

DICK CHAPMAN, continuity writer, KCBD Lubbock, Tex., to news staff, KFEQ St. Joseph, Mo., in news department.

CLARENCE CASSELL returns to KCBS San Francisco, as newscaster.

TONY PARKER, continuity chief, WDZ Decatur, Ill., promoted to local news editor.

HAL GOODWIN, news commentator, KLAC Hollywood, and **MARILYN MORRICE,** secretary to **PETER POTTER,** disc m.c. on KNXT (TV) that city, announce their engagement.

Charles J. Batters

CHARLES JOSEPH BATTERS, 33, WRC-AM-FM and WNBW (TV) Washington announcer, died last Tuesday in Washington's Georgetown U. Hospital after an illness of several months. A native of Waterbury, Conn., Mr. Batters had been with WRC since 1941, except for several years during World War II when he served as a special agent for the FBI. Before going to Washington he had served at WBRY Waterbury and WFBR Syracuse. Survivors include his wife, Mrs. Vesta Batters.

Henry B. Lockwood

FUNERAL services for Henry B. Lockwood, 53, manager of WOR New York's recording studios for the past eight years, were held Wednesday at St. Andrews Episcopal Church in Hartsdale, N. Y. Mr. Lockwood died Jan. 3 at St. Agnes Hospital, White Plains, following a long illness.

Charles R. Creamer

FUNERAL services were held in Los Angeles last Thursday for Charles R. (Dick) Creamer, 37, owner of Creamer & Co., Hollywood advertising agency. He died Jan. 4 from injuries received in an automobile accident. Surviving are his wife, Margaret, and two children, Michael Anthony, 7, and Mary Ann, 6.

Clergyman Newsman

A CLERGYMAN whose hobby is operating a tape recorder has given the members of the First Congregational Church, East Orange, N. J., a permanent record of the broadcast account of a three-alarm fire which destroyed their 85-year-old church Dec. 28. Rev. Walter R. Van Hoek recorded WNJR Newark's 6:30 p.m. newscast which featured the story of the fire. Rev. Van Hoek said that his recording would be added to the church documents, salvaged from the blaze.

Radio Station

KFMB

Is

Now

CBS

Radio Network

in

San Diego, Calif.

550 On Dial

John A. Kennedy, Board Chairman
Howard L. Chernoff, General Mgr.

Represented By The BRANHAM CO.

JANUARY 12, 1953

TELECASTING

IN THIS ISSUE:

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Page 56

Latest Set Count By Markets
Page 64

Report on Film Activities
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SAG Strike Talks Resume
Page 71

in our 8th year

WE SELL Erie

the IDEAL TEST MARKET and PENNSYLVANIA'S THIRD CITY

WICU TV
THE ERIE DISPATCH STATION
ERIE, PA.

ALL UNDER COMMON OWNERSHIP...

Outstanding success stories have been written by advertisers who use these three great advertising media, The Erie Dispatch, TV Station WICU and Radio Station WIKK—a merchandising assistance program without equal is available to you.

Good Cheer Fund Show On WICU Tonight
THE ERIE DISPATCH
Cheer Fund Show Tonight On Television
NEW FINANCIAL CRISIS FACES COUNCILMEN
FBI Nabs Brink's Suspect

WIKK
ERIE, PA. - 5,000 WATTS

Yes, WICU has all 4 networks, plus outstanding local programs.

The Erie Dispatch—133 year old aggressive daily and Sunday newspaper showing healthy lineage and circulation gains. For Home Product advertisers, Tele-Kitchen show is a terrific help. Write today for details.

WIKK has top Hooper and Pulse ratings. The outstanding "1330 Review" television program assures you of complete assistance and coverage.

National Representatives
WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

★ RADIO
★ TV
★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

XUM

NEW FACES *for the* NEW YEAR

UNITY *presents*

18 NEW FEATURES

The "Major Hollywood Package"

produced by SOL M. WURTZEL

STRANGE JOURNEY
Paul Kelly and Osa Massen
"Search for hidden uranium"

* * *

RENDEZVOUS 24
William Gargan and Maria Palmer
"World domination with atom bomb"

* * *

ROSES ARE RED
Jeff Chandler and Peggy Knudsen
"A strange impersonation"

* * *

CRIMSON KEY
Kent Taylor and Doris Dowling
"One beautiful woman knew answer"

* * *

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan
"A fast suspense thriller"

* * *

DANGEROUS MILLIONS
Kent Taylor and Dona Drake
"Shanghai, mysterious, dangerous"

* * *

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts
"Fast-paced love comedy"

* * *

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan
"A gay comedy"

* * *

FIGHTING BACK
Paul Langton and Joe Sawyer
"Fate and circumstance"

DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan
"Dramatic story of teen-agers"

* * *

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen
"Action-packed mystery"

* * *

NIGHT WIND
Charles Russell and Virginia Christine
"Spys and rocket research"

* * *

MISS MINK
Jimmy Lydon and Lois Collier
"Comedy of young love"

* * *

TUCSON
Jimmy Lydon and Penny Edwards
"Fast horses and action"

* * *

INVISIBLE WALL
Jeff Chandler and Virginia Christine
"Road to luxury . . . death"

* * *

SECOND CHANCE
Kent Taylor and Betty Compson
"Exciting love drama"

* * *

JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston
"Fabulous treasure mystery"

* * *

BACKLASH
Jean Rogers and John Eldredge
"Jealousy, suspicion, terror"

★ UNITY'S Catalogue Is Growing Bigger and Better . . . Here Is One of the Greatest Packages Ever Offered to Stimulate Markets for Highest Ratings . . . Produced in Hollywood as recently as 1949 . . . *now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila. WSB, Atlanta; and many other stations, sponsors and agencies.*

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TELECASTING

JANUARY 12, 1953

NCAA UNBENDING

National Football TV Policy Is Firm

By J. FRANK BEATTY

COLLEGE football will be telecast next autumn on a controlled basis but regional desires of the TV audience will be given a better break.

Intent of National Collegiate Athletic Assn. to maintain its monopoly was apparent late Friday as the annual convention prepared to vote on recommendations of its TV Committee. The convention was held at the Mayflower Hotel, Washington, D. C., starting Thursday. It was scheduled to wind up last Saturday noon.

Interest in football telecasts dominated the sessions. Majority insistence on a one-network middle-of-the-road policy following along the lines of the 1952 program was heard in most of the discussions.

NCAA outlined a general football policy for the year as it prepared to vote Friday but several major developments marked the convention. Among these were:

● Postponement of a specific policy pending court action in the Dept. of Justice suit against pro football.

● Floor catfight over right of minority groups to oppose TV Committee's report.

● Big-money session at which delegates heard promises of fabulous riches via subscription TV.

● Behind-scenes resentment over failure of NCAA to invite NARTB or Sports Committee of Radio-Television Mfrs. Assn. to roundtable which included "remarks by TV industry representatives."

● Charge by DuMont Network that NCAA's plan is "collusive" and commits colleges to a monopoly based on "fear rather than sound judgment" (see story page 60).

● Demand by Notre Dame and U. of Pennsylvania that colleges be given the right to make their own arrangements for TV.

The report of NCAA's TV committee dealt at length on the problem of legality. Joseph L. Rauh Jr., NCAA counsel, sat at a three-day committee meeting and directed preparation of the final report. Arguing that the 1952 football plan was reasonable and didn't violate any laws, the report showed NCAA's official concern over the suit against the National Football League, to be heard June 26 by the Federal District Court in Philadelphia.

This suit will be used by the Dept. of Justice as a test case and NCAA will give "careful consideration" to the court's action. The committee recommended that "plans for 1953 be not finally formulated and adopted by the NCAA until this decision is available" unless there is delay in court action.

"We believe that the NCAA should at all times be in full compliance with the law of the land and to this end should comply with any relevant decision of a district court unless and until it is appealed and reversed by the Supreme Court," the committee said.

A favorable decision for pro football, charged with conspiracy and antitrust violations, would be equally favorable to NCAA, it was contended. If unfavorable, NCAA's policy would depend on the judge's reasoning. A holding that any group action to limit TV is illegal would probably apply equally to NCAA, it was added. The committee claimed the pro football restrictions were "much greater than those imposed on telecasting by the 1952 NCAA plan or likely to be imposed in any future plan."

Television of some sell-out games in 1952 and removal of the 1951 "blackout" were cited.

The committee voiced pleasure at results of controlled television. "Under the NCAA limited program," it was stated, attendance losses "have been held to four points. The limiting of college football telecasts during the last two years has thus saved a probable loss of about 10% in attendance in television areas—and this figure is, if anything, a minimum statement because of declines in real income and student enrollment."

Colleges lost about 13% more in attendance in TV areas than in non-TV areas during 1950, it was noted. Paid attendance in 1952 was about the same as in 1951, it was

(Continued on page 60)

CONTINUED program of limited football TV was recommended to National Collegiate Athletic Assn. at Washington meeting by 10-man NCAA TV Committee. Front row (l to r): Asa S. Bushnell, Eastern Conference commissioner; Walter Byers, NCAA executive director; Robert A. Hall, Yale, committee chairman; Willis O. Hunter, Southern California; Kenneth L. (Tug) Wilson, Big Ten commissioner. Back row: Jeff Coleman, U. of Alabama; Howard Grubbs, Southwest Conference commissioner; E. L. Romney, Mountain States commissioner; Reaves E. Peters, Big Seven commissioner. Not in photo, J. Shober Barr, Franklin & Marshall.

ELEVEN TV GRANTS

FCC's First in '53

By LARRY CHRISTOPHER

COMPRISING the first television grants of 1953, FCC last Thursday announced authorization of construction permits for 11 new stations, including one noncommercial, educational outlet.

Among the commercial CP recipients is Rep. Richard W. Hoffman (R-Ill.). His WHFC Chicago received a grant for uhf Ch. 26, the first post-thaw permit for that city.

Other new grants included the first commercial permit for Kansas, two uhf permits for Houston, the second uhf permit for Atlantic City and the third uhf authorization for Pittsburgh.

Ranging widely through both the city priority Group A and Group B temporary processing lines, the Commission's actions swelled the total of post-thaw new station grants to 186. This includes 11 noncommercial, educational authorizations. Total authorized stations in the U. S. is now 294. Of these 126 are on the air.

New station grants of 1953 are:

Madison, Wis. (City priority Group A-2, No. 30) — Monona Broadcasting Co. (WKOW), granted construction permit for uhf Ch. 27, effective radiated power of 87 kw visual and 47 kw aural, antenna height above average terrain 610 ft.

Stockton, Calif. (Group A-2, No. 53) —San Joaquin Telecasters (KSTN), granted uhf Ch. 36, ERP 145 kw visual and 78 kw aural, antenna 310 ft.

Springfield, Mo. (Group A-2, No. 57) —Springfield Television Inc. (KGBX), granted vhf Ch. 3, ERP 61 kw visual and 31 kw aural, antenna 520 ft. Subject to condition that prior to issue of CP, Lester L. Cox must sever all connections with KWTO Springfield. Comrs. E. M. Webster, Frieda B. Hennock and Eugene H. Merrill voted for letter of further inquiry. Previously granted at Springfield: KTTS-TV, vhf Ch. 10, planning April commencement.

Atlantic City, N. J. (Group A-2, No. 66)—Matta Enterprises, granted uhf Ch. 52, ERP 20.5 kw visual and 11 kw aural, antenna 360 ft. Authorized earlier, now operating: WFPG-TV, uhf Ch. 46.

Hutchinson, Kan. (Group A-2, No. 142)—Hutchinson TV Inc., granted vhf Ch. 12, ERP 115 kw visual and 58 kw aural, antenna 620 ft.

Ithaca, N. Y. (Group B-1, No. 85)— Cornell U. (WHCU), granted uhf Ch. 20, ERP 215 kw visual and 110 kw aural, antenna 1,220 ft.

Ithaca, N. Y.— U. of New York State, granted noncommercial, educational uhf Ch. *14 (reserved), ERP 205 kw visual and 105 kw aural, antenna 1,290 ft. Comrs. Rosel H. Hyde and George E. Sterling did not participate. Comr. E. M. Webster dissented. Grant is seventh to New York State U.

Chicago (Group B-2, No. 167) — WHFC Inc. (WHFC), granted uhf Ch. 26, ERP 220 kw visual and 110 kw

(Continued on page 70)

XUM

NEW STATION GRANTS

Listed by States

STOCKTON, Calif.—San Joaquin Telecasters (KSTN). Granted uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 78 kw aural; antenna height above average terrain 310 ft., above ground 326 ft. Engineering condition. Estimated construction cost $228,000, first year operating cost $200,000, revenue $250,000. Post Office address KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location immediately South of Clark Hotel at Sutter and Market Sts. Geographic coordinates 37° 57′ 08″ N. Lat., 121° 17′ 02″ W. Long. Transmitter and antenna GE. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include General Partners **Knox LaRue** (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner of KMOR Oroville, Calif., and **Lester Eugene Chanault** (50%), general manager and 15% owner of KNYO Fresno and 12% owner of KSTN. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. A-2, No. 53.

CHICAGO, Ill.—WHFC Inc. (WHFC). Granted uhf Ch. 20 (506-512 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Engineering condition. Estimated construction cost $353,000, first year operating cost $230,000, revenue $300,000. Post Office address 3350 S. Kedzie Ave., Chicago 23. Studio location to be determined. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **Richard W. Hoffman** (75.5%), Secretary **Rose M. Hoffman** (24.5%) and Vice President **Marie E. Clifford.** [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-2, No. 167.

HUTCHINSON, Kan.—Hutchinson TV Inc. Granted vhf Ch. 12 (204-210 mc); ERP 115 kw visual, 58 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Engineering condition. Estimated construction cost $366,500, first year operating cost $275,000, revenue $300,000. Post Office address 601 Wolcott Bldg., Hutchinson. Studio and transmitter location Hutchinson. Geographic coordinates 38° 09′ 05″ N. Lat., 97° 57′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **W. D. P. Carey** (10%), lawyer and holds stock and offices in a variety of other interests; Vice President **J. H. Child** (7%), secretary-treasurer and holds interest in six automobile dealer concerns; Secretary **R. E. Dillon** (10%), holds offices and owns stock in a variety of financing interests and others; Treasurer **John P. Harris** (13%) and **Sidney F. Harris** (10%), hold offices and own stock in several newspapers in Kansas and Iowa; **James A. Davis,** president and owns stock in six automobile dealer firms; **Howard J. Carey** (6%), president of Carey Salt Co., Hutchinson, and owns stock and holds offices in several other interests; **Charles E. Carey** (5%), president of Central Fibre Products Co. Inc., Quincy, Ill., and owns stock and holds office in several other interests; **K. T. Anderson** (23%), engaged in the cattle business and owns stock and holds offices in several other interests; and **L. T. Child** (7%), vice president and holds 11½% of stock in six automobile dealer firms. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 142.

SPRINGFIELD, Mo.—Springfield Television Inc. Granted vhf Ch. 3 (60-66 mc); ERP 61 kw visual, 31 kw aural; antenna height above average terrain 520 ft., above ground 550 ft. Grant subject to condition that, prior to issuance of CP, Lester L. Cox sever all connections with KWTO Springfield. Comrs. Webster, Hennock and Merrill voted for letter of further inquiry. Estimated construction cost $272,000, first year operating cost $100,000, revenue $100,000. Studio and transmitter 999 West Sunshine St. Geographic coordinates 37° 10′ 59″ N. Lat., 93° 18′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Lester L. Cox** (49 out of 250 shares), vice president and owner of 750 out of 2,000 shares of stock in KOAM Pittsburg, Kan.; Vice President **T. W. Duvall** (1 out of 250 shares), president of Springfield Newspapers *(Springfield News* and *Leader Press)* and KGBX Springfield; Treasurer **J. Gordon Wardell** (37½ out of 250 shares) general manager of KGBX; Secretary **Tams Bixby Jr.** (1 out of 250 shares), vice president of *Springfield News* and *Leader Press* and KGBX, and president and 40% owner of *Muskogee* (Okla.) *Phoenix* and *Times-Democrat,* and KBIX Muskogee, Springfield Newspapers Inc. owns 121 out of 250 shares. Post Office address 605 Boonville Ave., Springfield. [For application, see TV APPLICATIONS, B•T, June 9.] City priority status: Gr. A-2, No. 57.

ITHACA, N. Y.—U. of the State of New York. Granted uhf Ch. *14 (470-476 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 1,290 ft., above ground 543 ft. Engineering condition. (Comrs. Hyde and Sterling not participating, and Comr. Webster dissenting on the basis of his previous dissents in certain noncommercial educational TV grants.) [This is the seventh noncommercial educational TV grant to the U. of the State of New York, the previous ones being for Albany, Binghamton, Buffalo, Rochester, New York City and Syracuse.] Estimated construction cost $251,500. Post Office address State Education Dept., Albany, N. Y. Studio location State College of Agriculture. Transmitter location Conn. Hill, 10 mi. SW of Ithaca. Geographic coordinates 42° 23′ 12″ N. Lat., 76° 40′ 10″ W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York. [For application, see TV APPLICATIONS, B•T, Aug. 4.] City priority status not applicable; noncommercial, educational grant.

ITHACA, N. Y.—Cornell U. (WHCU). Granted uhf Ch. 20 (506-512 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 1,220 ft., above ground 440 ft. Estimated construction cost $335,500, first year operating cost $150,000, revenue $120,000. Post Office address Michael R. Hanna, WHCU, Savings Bank Bldg., Ithaca. Studio location Savings Bank Bldg. Transmitter location Connecticut Hill, Newfield, N. Y. Geographic coordinates 42° 23′ 13″ N. Lat., 76° 40′ 10″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Howard G. Smith. Commercial operation proposed, but educational programs planned. Grantee has operated WHCU since 1921. **Michael Hanna** is general manager. [For application, see TV APPLICATIONS, B•T, July 14.] City priority status: Gr. B-1, No. 85.

ATLANTIC CITY, N. J.—Matta Enterprises. Granted uhf Ch. 52 (698-704 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 370 ft., above ground 391 ft. Engineering condition. Estimated construction cost $159,500, first year operating cost $300,000, revenue $250,000. Post Office address 1223 Braddock Ave., Braddock, Pa. Studio location to be determined. Transmitter location 208 North Maine Ave. at intersection of Bader Ave. and Maine Ave. Geographic coordinates 39° 22′ 15″ N. Lat., 74° 24′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) general partners **William G. Matta** and **G. C. Matta,** engaged in real estate management, coal stripping and operating of picnic grounds, and each ⅓ owner of WLOA Braddock, Pa., and applicant for new TV station (uhf Ch. 61) in Akron, Ohio. [For application, see TV APPLICATIONS, B•T, Dec. 15.] City priority status: Gr. A-2, No. 66.

PITTSBURGH, Pa.—Agnes J. Reeves Greer (WKJF). Granted uhf Ch. 53 (704-710 mc); ERP 260 kw visual, 130 kw aural; antenna height above average terrain 530 ft., above ground 426 ft. Engineering condition. Estimated construction cost $337,632, first year operating cost $225,000, revenue $225,000. Post Office address 238 Spruce St., Morgantown, W. Va. Studio and transmitter location 1715 Grandview Ave., Pittsburgh. Geographic coordinates 40° 26′ 28″ N. Lat., 80° 01′ 34″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Agnes J. Reeves Greer,** chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio, president and holder of controlling interest in Greer Steel Co., Morgantown, Preston County Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Pub. Co., which publishes two newspapers in Morgantown and a third in New Martinsville, W. Va. [For application, see TV APPLICATIONS, B•T, Oct. 6.] City priority status: Gr. B-4, No. 180.

HOUSTON, Tex.—Uhf Television Co. Granted uhf Ch. 23 (524-530 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Engineering condition. Estimated construction cost $430,000, first year operating cost $376,000, revenue $300,000. Post Office address 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location 4600 Calhoun Road, Houston. Geographic coordinates 29° 43′ 27.2″ N. Lat., 95° 20′ 13.9″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex. [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. B-4, No. 183.

HOUSTON, Tex. — KNUZ Television Co. (KNUZ). Granted uhf Ch. 39 (620-626 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 520 ft., above ground 540 ft. Estimated construction cost $347,679, first year operating cost $360,379, revenue $286,260. Post Office address P. O. Box 2135, Houston, Tex. Studio and transmitter location 4702 Austin St. Geographic coordinates 29° 43′ 48″ N. Lat., 95° 22′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Max H. Jacobs** (40%), 26% owner of KNUZ; Vice President and Treasurer **Irvin M. Shlenker** (40%), chairman of the board and owner and trustee of substantial stock interest of Houston National Bank; Vice President and General Manager **David H. Morris** (5%), general manager of KNUZ; Assistant Treasurer **Douglas B. Hicks** (5%), 26% owner of KNUZ; Secretary **Bailey A. Swenson** (5%), 24% owner of KNUZ, and Assistant Secretary **Leon Green** (5%), 24% owner of KNUZ. [For application, see TV APPLICATIONS, B•T, Oct. 13.] City priority status: Gr. B-4, No. 183.

MADISON, Wis.—Monona Bestg. Co. (WKOW). Granted uhf Ch. 27 (548-554 mc); ERP 87 kw visual, 47 kw aural; antenna height above average terrain 610 ft., above ground 596 ft. Estimated construction cost $319,450, first year operating cost $250,000, revenue $250,000. Post Office address 215 West Washington Ave., Madison 3, Wis. Studio location to be determined. Transmitter location 4 mi. SW of Madison on Piper Road. Geographic coordinates 43° 03′ 06″ N. Lat., 89° 27′ 50″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Stewart Watson** (3.84%), 1st Vice President **E. B. Rundell** (8.25%), 2nd Vice President **George W. Icke** (6%), Treasurer **E. C. Severson** (10.75%) and Secretary **B. W. Huiskamp** (7.97%). [For application, see TV APPLICATIONS, B•T, Aug. 25.] City priority status: Gr. A-2, No. 30.

television grants and applications

Digest of Those Filed with FCC Jan. 2 Through Jan. 7

Grants Since April 14:

	VHF	UHF	Total
Commercial	49	126	175
Educational	2	9	11
Total	51	136	186
Commercial television stations on the air	121[1]	6	127[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	662	328	559	430	990[2]
Educational	19	...	5	14	19
Total	681	328	564	444	1009[3]

[2] One applicant did not specify channel.

[3] Includes 186 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 159.
Processing on city priority status Gr. B-4 line has extended to city number 183.

EXISTING STATIONS CHANGES GRANTED

Group D

KPIX (TV) SAN FRANCISCO, Calif. KPIX Inc. Granted modification of construction permit for 100 kw visual, 50 kw aural; antenna height above average terrain 1,140 ft.

KRON-TV SAN FRANCISCO, Calif. —The Chronicle Publishing Co. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,310 ft.

WNHC-TV NEW HAVEN, Conn.—The Elm City Bestg. Corp. Granted 316 kw visual, 158 kw aural; antenna height above average terrain 720 ft.

WHBF-TV ROCK ISLAND, Ill.—Rock Island Bestg. Co. Granted 100 kw visual, 50 kw aural.

WJBK-TV DETROIT, Mich.—Fort Industry Co. Granted 100 kw visual, 50 kw aural.

WHEN-TV SYRACUSE, N. Y.—Meredith Syracuse Television Corp. Granted modification of construction permit for 190 kw visual, 100 kw aural; antenna height above average terrain 960 ft.

WSYR-TV SYRACUSE, N. Y.—Central New York Bestg. Corp. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

Granted CP Modifications

WICC-TV BRIDGEPORT, Conn.—Southern Connecticut & Long Island Television Co. Granted modification of construction permit (which authorized 81 kw visual, 46 kw aural), for 180 kw visual, 91 kw aural.

WKNX-TV SAGINAW, Mich.—Lake Huron Bestg. Corp. Granted modification of construction permit (which authorized 1 kw visual, 0.6 kw aural), for 19 kw visual, 10 kw aural, with condition that there be no adverse effect upon WKNX-AM.

WNOK-TV COLUMBIA, S. C.—Palmetto Radio Corp. Granted modification of CP (which authorized 680 kw visual, 340 kw aural), for 780 kw visual, 390 kw aural; antenna height above average terrain 620 ft. (from 590 ft.).

KDUB-TV LUBBOCK, Tex.—Texas Telecasting Inc. Granted modification of construction permit for 31 kw visual, 15.5 kw aural, antenna height above average terrain of 1,000 ft. to change to antenna height above average terrain of 820 ft.

WSLS-TV ROANOKE, Va. — Roanoke Bestg. Corp. Granted modification of construction permit for 250 kw visual, 125 kw aural, antenna height above average terrain of 1,973 ft., to

(Continued on page 58)

COMPATIBLE TESTS

NTSC to See Results

COMPATIBLE color TV—on which an all-industry technical committee has been working since 1950—may be forthcoming as a practical working system by the end of this week.

Full meeting of the National Television System Committee is scheduled for Friday in New York. At that time, final results of tests by more than a dozen panels will be submitted for acceptance by the full committee.

Steps thereafter are uncertain. Although the NTSC will undoubtedly finalize the compatible color system standards which have evolved over the two years that they have been under study, a further period of field testing by all manufacturer-members is believed necessary. This will take, it is believed, another three months.

At that time—about April—NTSC will be ready to go to the FCC. It is the hope of some of the NTSC leaders that the Commission will permit a full and unpartisan report, including demonstrations and papers, without rule-making considerations.

Just how the compatible system will be submitted to FCC for rule-making was still uncertain. Policy on that subject is due to be discussed by the TV Committee of RTMA at a meeting in New York early next month. Some manufacturing observers feel that NTSC should not be a party to rule-making, but should occupy a position similar to the 1941 NTSC which submitted standards for black-and-white TV.

CBS's Position

Compatible color proponents are, however, under some pressure to bring forth their findings for FCC consideration. Two weeks ago, CBS, which won the FCC's approval for its non-compatible field sequential color system in 1950, urged that the color question be determined one way or the other in 1953 [B•T, Jan. 5].

CBS's statement said that although compatibility was desirable, it still believed that its system was "the only practical, workable and inexpensive color system."

CBS began telecasting color shortly after the favorable FCC decision was upheld by the Supreme Court but was forced to halt when the National Production Authority banned the manufacture of color TV apparatus. That ban will probably be dropped this year, since most material shortages have been overcome.

Only two points remain at issue for NTSC to decide, it was learned. One is the place in the color triangle to standardize on—whether the color standards should be narrow blue or orange cyan. The other is whether the proposed standards should be tailored to perform automatically with every TV set that has been produced since 1946.

During the year of testing by various manufacturers, with the assistance of half-dozen TV stations, some difficulties were discovered in the NTSC tentative specifications issued last year. These have all been overcome, it was learned.

Although NTSC's technicians express great confidence in the compatible system which has been evolved, the question of apparatus is still an uncertainty.

One big problem, according to some TV technicians, is color picture tubes. Only color tubes being made are by RCA and Chromatic Television Labs. The latter, half-owned by Paramount Pictures Corp., showed its latest development last month [B•T, Dec. 29, 1952].

In addition to the work various manufacturers have done for NTSC, all are working on their own in the development of apparatus—receivers, circuits, etc. This is the competitive aspect of the compatible color TV situation. All such work is labeled confidential by the various companies, which do not intend to share their secrets with the others.

The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. * Educational permittee.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
WFBG-TV	Altoona, Pa.	10	Dec. 31	Feb. 1	NBC	H-R Reps.
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21 ‡	NBC, ABC CBS, DuMont	Pearson
	Matta Entrprs., Atlantic City, N. J.	52	Jan. 8	Unknown	.....	.....
KCTV (TV)	Austin, Tex.	18	July 11	.....	.....	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe .....
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WABI-TV	Bangor, Me.	5	Dec. 31	Jan. 31	.....	Hollingbery
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Feb. 15	CBS, DuMont, NBC, ABC	Adam Young
KHTV (TV)	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
KBMT (TV)	Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
	Buffalo-Niagara Television Corp., Buffalo, N. Y.	59	Dec. 23	Unknown	.....	.....
WBUF (TV)	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
WHFC-TV	Chicago, Ill.	26	Jan. 8	Unknown	.....	.....
KKTV (TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel

(Continued on page 88)

LEN NASMAN (l), sales manager, WFMJ-AM-TV Youngstown, Ohio, and Dave E. Carroll, president, Coca-Cola Bottling Co. of Youngstown, sign first TV program contract for *Kit Carson*, half-hour film series. WFMJ-TV is slated to begin operation soon.

BIG UHF YEAR

Seen by RCA Victor's Baker

PREDICTION of a big year for uhf in 1953 came last week from Henry G. Baker, vice president in charge of the RCA Victor home instrument department.

The forecast came as Mr. Baker announced his company's final item in special uhf equipment—an automatic 16-channel combination vhf-uhf rotary tuner for RCA Victor TV sets.

Mr. Baker said all RCA uhf equipment now is in quantity production, including uhf transmitters and antennas, transmission line, receiving antennas, combination vhf-uhf tuner sets and uhf selectors for use with vhf-only sets.

He said all 25 new TV set models announced by RCA Victor will be available either with a vhf-only tuner or, for approximately $50 more, with the new combination vhf-uhf tuner, which is interchangeable with the vhf-only tuner in the 1953 sets and in earlier deluxe and "Super Set" models.

TELEPROMPTER

Service To Be Offered

DISTRIBUTION of Teleprompter, the prompting device used at the 1952 Presidential conventions, will be made by a service being offered through the RCA Service Co., according to an announcement by RCA Victor Div. last week.

Already begun in New York and Philadelphia, the Teleprompter service will be extended to major cities throughout the country, a spokesman said. Besides its current wide use in the video and motion picture industries, the device will be offered to speakers at conventions, sales meetings, merchandise presentations and public events, according to RCA Victor. Speakers will be offered one or more Teleprompters plus a master control operator.

XUM

TV Grants

(Continued from page 56)

change to antenna height above average terrain of 1,960 ft., and transmitter location to west side of U. S. 211 atop Poor Mt.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

WKAB-TV MOBILE, Ala.—Pursley Bcstg. Service. Granted special temporary authorization for commercial operation on uhf Ch. 48.

WKBN-TV YOUNGSTOWN, Ohio—WKBN Bcstg. Corp. Granted special temporary authorization for commercial operation on uhf Ch. 27.

WJAC-TV JOHNSTOWN, Pa.—WJAC Inc. Granted special temporary authorization to continue commercial operation on vhf Ch. 6 through extension of completion date (originally extended from Oct. 3, 1952, to Jan. 3, 1953) to March 11, 1953. [WJAC-TV is existing, pre-freeze station, due to shift from vhf Ch. 6 to vhf Ch. 13, and holds permit for special temporary authorization on vhf Ch. 13 with RCA transmitter, power of 500 w output visual.]

WBRE-TV WILKES-BARRE, Pa.—Louis G. Baltimore. Granted special temporary authorization for commercial operation on uhf Ch. 28.

KTSM-TV EL PASO, Tex. — Tri-State Bcstg. Co. Granted special temporary authorization for commercial operation on vhf Ch. 9.

NEW APPLICATIONS

Listed by States

† Indicates amended (pre-thaw) application re-filed.

MOBILE, Ala. — WKRG - TV Inc. (amended), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 460 ft. Estimated construction cost $664,888, first year operating cost $547,640, revenue $642,877. Post Office address 205 Government St., Mobile, Ala. Studio location to be determined. Transmitter location on Cottage Hill Road, 0.58 mi. west of intersection with Azalea Road. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Kenneth R. Giddens** (20%), **Shirley Rester** (10%), **T. J. Rester** (10%), **The President and Trustees of The Spring Hill College in the County of Mobile** (6.66%), Chairman of the Board **Alfred F. Delchamps** (4.44%), Vice President **Joseph H. Little** (6.66%) and 14 others with minority interest. City priority status: Gr. A-2, No. 16.

PEORIA, Ill.—WMBD Inc., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 543 ft., above ground 442 ft. Estimated construction cost $538,369, first year operating cost $428,819, revenue $512,662. Post office address 212 South Jefferson St., Peoria 2, Ill. Studio location 212 South Jefferson St. Transmitter location 1 mi. south of Groveland, Ill. Geographic coordinates 40° 34′ 35″ N. Lat., 89° 32′ 03″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer **Charles C. Caley** (66.67%), vice president, general manager and 25% owner of WMBD-AM-FM Peoria and 25% owner of WDZ Decatur, and Vice President **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. (Applicant seeks FCC approval of assignment of license of WMBD Peoria from Peoria Bcstg. Co., and this application is contingent upon FCC approval of that assignment. (See FCC Roundup, p. 87.) City priority status: Gr. A₂, No. 24.

† **INDIANAPOLIS, Ind. — Crosley Bcstg. Corp.,** vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 995 ft. Estimated construction cost $801,750, first year operating cost $1,000,000, revenue $500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location SE corner at intersection of South Post Road and Raymond St. Geographic coordinates 39° 44′ 17″ N. Lat., 86° 00′ 21″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of applicant is **Avco Mfg. Co.,** New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B•T, Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 187.

COMPLETING arrangements for new series of live boxing bouts on ABC-TV beginning Jan. 24 are (seated, l to r) Bill Stern, sportscaster; Harry P. Wurman, president Bayuk Cigars Inc., the sponsor, and John P. McDonald, Bayuk assistant general sales manager; standing (l to r) are Jesse T. Ellington, president, Ellington & Co. agency; Ray Arcel, vice president, New York Boxing Guild, and Charles R. Marshall, Ellington vice president.

HATTIESBURG, Miss. — Mississippi Electronics Co., vhf Ch. 9 (186-192 mc); ERP 2.54 kw visual, 1.27 kw aural; antenna height above average terrain 412 ft., above ground 437 ft. Estimated construction cost $110,000, first year operating cost $70,000, revenue $135,000. Post office address Hattiesburg, Miss. Studio and transmitter location on Highway #11 to Laurel, about 3 mi. north of city limits. Geographic coordinates 31° 21′ 48″ N. Lat., 89° 16′ 26″ W. Long. Transmitter and antenna RCA. Consulting engineer William E. Benns Jr., Washington. Principals include President **Dorsey Eugene Newman** (46%), 51% owner of Cargo Air Charter Service, part time program coordinator for WVOK Birmingham, Ala., and ⅓ partner in WBHM Homewood, Ala.; Vice President **William E. Benns Sr.** (29%), 20% owner of WVOK and construction supervisor and architect, Birmingham, and Secretary-Treasurer **Julian Skinner Jr.** (25%), attorney and partner in Jasper (Ala.) law firm of Bankhead & Skinner. Messrs. Benns and Skinner also have interest in application for new TV station in Greenville, S. C. [B•T, Sept. 29, 1952]. City priority status: Gr. A-2, No. 173.

† **ST. LOUIS, Mo.—220 North Kingshighway Inc.,** vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,009 ft., above ground 998 ft. Estimated construction cost $766,500, first year operating cost $900,000, revenue $1,000,000. Post office address 220 North Kingshighway. Studio location Lyn Theatre, 3631 Grandel Square. Transmitter location on east side of Hamilton Ave. between Columbia and Elizabeth Avenues. Geographic coordinates 38° 36′ 51″ N. Lat., 90° 17′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Barnard Koteen, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Sam Koplar** (5%), Vice President and General Manager **Harold Koplar** (45%), Treasurer **Janet Jeanette Koplar** (10%), Secretary **Lillian Koplar Shenker** (20%) (Mrs. Shenker is wife of Morris Shenker, attorney) and **Betty Koplar Bennett** (20%). Applicant operates Park Plaza Hotel and has controlling interest of Chase Hotel. City priority status: Gr. B-4, No. 179.

BILLINGS, Mont.—Rudman-Hayutin Television Co. (amended), vhf Ch. 8 (180-186 mc); ERP 12.2 kw visual, 6.1 kw aural; antenna height above average terrain 390 ft., above ground 187 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Post office address 816 Mercantile Bank Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46′ 56″ N. Lat., 108° 28′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. For principals, see TV Applications, B•T, Dec. 1, 1952. City priority status: Gr. A-2, No. 152.

DURHAM, N. C. — Winston-Salem Bcstg. Co., uhf Ch. 46 (662-668 mc); ERP 173.6 kw visual, 86.8 kw aural; antenna height above average terrain 525 ft., above ground 500 ft. Estimated construction cost $244,916, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location on Durham-Wake Forest Highway at County Road, 7.7 mi. east of Durham. Geographic coordinates 35° 58′ 41″ N. Lat., 78° 43′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Jonas S. Rice,** president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Winston-Salem, N. C., and Richmond, Va. (see below). City priority status: Gr. A-2, No. 52.

WINSTON-SALEM, N. C.—Winston Salem Bcstg. Co. (WTOB), uhf Ch. 26 (542-548 mc); ERP 198.2 kw visual, 99.1 kw aural; antenna height above average terrain 365 ft., above ground 344 ft. Estimated construction cost $245,016, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location on North Carolina Route 150, 6.5 miles east of Winston-Salem. Geographic coordinates 36° 05′ 54″ N. Lat., 80° 07′ 23″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Jonas S. Rice,** president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C. (see above), and Richmond, Va. (see below). City priority status: Gr. B-3, No. 135.

† **TOLEDO, Ohio — Crosley Bcstg. Corp.,** vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,032 ft. Estimated construction cost $824,750, first year operating cost $1,000,000, revenue $500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location 600 ft. north of Starr Ave., 2,000 ft. east of Wynn Rd. Geographic coordinates 41° 38′ 49″ N. Lat., 83° 25′ 17″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of applicant is **Avco Mfg. Corp.,** New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B•T, Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 192.

OGDEN, Utah — United Bcstg. Co. (KVOG), vhf Ch. 9 (186-192 mc); ERP 2.46 kw visual, 1.23 kw aural; antenna height above average terrain 302 ft., above ground 440 ft. Estimated construction cost $105,600, first year operating cost $87,000, revenue $100,000. Post office address P. O. Box 325, or 1538 Gibson Ave. Studio and transmitter location 1538 Gibson Ave., 0.7 mi. east of KOPP transmitter and tower, 2 mi. SE of U. S. Supply Depot smokestacks, 2 mi. west of 9,000 ft. mountains, at site of KVOG (AM) transmitter and tower. Geographic coordinates 41° 14′ 18″ N. Lat., 110° 58′ 34″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Stanley Benson, Salt Lake City. Principals include President **Arch G. Webb** (49.9%), **LaReta C. Madsen** (24.1%), and **Clifford E. Peterson** and **Ortel Peterson** (together holding 18%). City priority status: Gr. B-5, No. 203.

SALT LAKE CITY, Utah—TV Corp. of Utah, vhf Ch. 2 (54-60 mc); ERP 27.6 kw visual, 13.8 kw aural; antenna height above average terrain 4,261 ft., above ground 201 ft. Estimated construction cost $382,053, first year operating cost $569,760, revenue $660,000. Post office address 1017 Kearns Bldg., 136 South Main St., Salt Lake City, Utah. Studio location rear of 133 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, 500 ft. north of KSL-TV antenna tower. Geographic coordinates 40° 39′ 40″ N. Lat., 112° 12′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Thomas F. Kearns Jr.** (votes Tribune stock), vice president of Salt Lake Tribune Publishing Co.; Vice President **John J. Brophy,** and Secretary-Treasurer **J. W. Gallivan.** The **Salt Lake Tribune Publishing Co.** owns 100% of stock of applicant. City priority status: Gr. B-5, No. 211.

† **SALT LAKE CITY, Utah — Utah Bcstg. & Television Corp. (KUTA),** vhf Ch. 2 (54-60 mc); ERP 39.9 kw visual, 19.95 kw aural; antenna height above average terrain 3,420 ft., above ground 149 ft. Estimated construction cost $366,408, first year operating cost $555,466, revenue $650,000. Post office address 29 South State St., Salt Lake City 1, Utah. Studio location 29 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, in same general area as KSL-TV transmitter and antenna location. Geographic coordinates 40° 39′ 40″ N. Lat., 112° 12′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank Carman** (50%), general manager and 25% owner of KUTA, 25% owner of KGEM Boise, Idaho, 12.5% owner of KLIX Twin Falls, Idaho, 12.5% owner of KIFI Idaho Falls, Idaho, 12.5% owner of KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont., and Vice

President and Treasurer **Grant R. Wrathall** (50%), partner in McNary & Wrathall Consulting Engineers, Washington, D. C.; owner of KUTV (FM) Salt Lake City, Utah, 25% owner of KGEM, 12.5% owner of KLIX, KWIK and KIFI, 25% owner of KOPR, 100% owner of KPOO San Francisco, Calif., and 25% owner of KULE Ephrata, Wash. City priority status: Gr. B-5, No. 23.

RICHMOND, Va. — Winston-Salem Bestg. Co., uhf Ch. 29 (560-566 mc); ERP 12.5 kw visual, 9.25 kw aural; antenna height above average terrain 544 ft., above ground 546 ft. Estimated construction cost $153,954, first year operating cost $180,000, revenue $180,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location 1.6 mi. from Richmond City Limits on Midlothian Turnpike. Geographic coordinates 37° 30' 16" N. Lat., 77° 30' 39" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rich** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rich** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C., and Winston-Salem, N. C. (see above). City priority status: Gr. B-4, No. 195.

TV SETS UP 38%
In 7th FR District

SURVEY of the Seventh Federal Reserve District by the Federal Reserve Bank of Chicago indicates a jump of 38% in TV set installations as of Nov. 1, 1952, over those as of the same date a year before. Seventh district includes Iowa and most of Illinois, Indiana, Michigan and Wisconsin.

The 34% district increase compares with a 31% increase for the nation.

Free Inaugural Music

JAMES C. PETRILLO, president of the American Federation of Musicians, said in Chicago last week that music will be provided free by band and orchestra members performing during Gen. Dwight Eisenhower's Jan. 20 Inauguration. Mr. Petrillo said music was supplied without charge by the union at inauguration ceremonies of Franklin Delano Roosevelt, and that he was happy to make the same offer to the Republican winner.

Alexander Film Meet

DISCUSSION meetings planning for increased sales activity occupied the greatest part of the Alexander Film Co.'s 1953 sales convention last Monday through Friday at Colorado Springs, Col. Field officials and salesmen at the convention took up as a major topic the firm's advancement and development in production and sale of television film commercials.

EDUCATIONAL TV
More Outlets in Calif.

URGING California's legislature to adopt legislation and appropriate money to insure adequate statewide educational television, the State Board of Education recommended that at least four additional video channels be procured.

This action, adopted Jan. 2, follows a pattern set at Gov. Earl Warren's Conference on Educational Television held at Sacramento last month [B•T, Dec. 22, 1952] and attended by more than 2,000 leaders in education, business, agriculture, labor and television.

The board, acting unanimously on a resolution backing the TV educational plan, authorized Roy E. Simpson, Superintendent of Public Instruction, to take steps to secure the four channels and "more if they are required." It further urged "full and complete" utilization of the present eight channels allocated by the FCC.

The resolution also suggested that because of limited time before FCC's June 2 deadline to utilize channels set aside, an extension be requested. At present, one noncommercial TV educational station is under construction in Los Angeles.

INP Assistant General Manager Bauer examines newspictures being received by facsimile. ➤

HILL BAN EASING
Decision Left To Committees

FOR the first time in 10 months, TV covered a House committee hearing last week. Two newsreel companies "shot" the hearings on air crashes held by the House Armed Services Committee. The films were aired on TV.

A roundup of some House committee chairmen indicated that the concurrence of Speaker Joseph W. Martin (R-Mass.) to permitting committees to make up their own minds was having its effect.

Last February, then Speaker Sam Rayburn (D-Tex.) banned radio mikes and TV cameras as well as newsreels and tape recorders from House committee hearings.

Although Speaker Martin's announcement reversed Speaker Rayburn's decision, Rep. Patrick J. Hillings (R-Calif.) submitted a resolution (H Res 21) which would authorize each committee to judge for itself whether the broadcast media should be permitted to cover its sessions.

Mr. Hillings resolution, in the form of an addition of a new rule to the House's regulations, reads:

All hearings conducted by committees or their subcommittees may be broadcast by radio or television or the proceedings may be reproduced by recording or photography if so authorized by a majority of said committee or subcommittee. Such broadcast, photography, or recording shall be subject to such conditions as the committee or subcommittee by majority vote may prescribe.

Already announced as favoring radio or TV coverage, to some degree, are such House committee chairmen as the following:

Rep. Harold H. Velde (R-Ill.), Un-American Activities, who said he would permit some radio and TV participation with other news media to help "educate" the public. He also expressed the belief that the broadcast of some of his committee's hearings would "enhance" the Un-American Activities Committee's prestige by showing the public that its hearings were conducted fairly.

Rep. Kenneth B. Keating (R-N.Y.), subcommittee investigating Justice Department, who said he thought radio and TV coverage would be proper for subjects of "general public interest."

Rep. Robert W. Kean (R-N. J.), subcommittee investigating income tax scandals, who said, "I don't object to tape recordings for radio broadcasting and I have no objection to television, provided it can be done without bright lights. Bright lights tend to make a show of the thing and destroy the dignity of Congress."

Adverse Comment

Not enthusiastic was Rep. Samuel K. McConnell Jr. (R-Pa.), Labor Committee. He thought witnesses tended to concentrate on "mugging in front of the cameras" instead of on testimony.

The Senate has always permitted its committees to decide for themselves whether their hearings should be broadcast or televised. Not long ago, Sen. Joseph R. McCarthy (R-Wis.) said he favored radio-TV coverage of the investigations subcommittee of the Government Operations Committee.

In the last session of Congress, Sen. Pat McCarran (D-Nev.), then chairman of the Senate Judiciary Committee, offered a resolution (S Res 319) to bar the broadcasting services from Senate committee hearings. It was never taken up by the Rules Committee and died with the adjournment of the 82d Congress.

'TODAY' FACSIMILE
NBC-TV Begins Use

USE of facsimile to speed delivery of newspictures for telecast was to begin this morning (Monday), with presentation by the NBC-TV program *Today* of spot news photos received in the studio from International News Photos via facsimile equipment developed by Hogan Labs.

Agreement between INP and NBC for the facsimile transmission service of still photos for *Today* and NBC's other TV news programs was announced Thursday by Seymour Berkson, general manager of INS and INP, who termed the service "a new milestone in the adaptation of modern electronic devices to TV showmanship, designed to add further dramatic visual impact to TV news presentations."

The NBC facsimile service may well be the forerunner of the adoption of facsimile as a means of serving TV stations and networks on a national scale, replacing INP's present leased picture wire service, according to Charles Bauer, assistant general manager of INP. If development and production of the necessary equipment proceeds on schedule, this service should be ready to go in about a year, he said.

Speed Factor Cited

Speed is perhaps the foremost advantage of the facsimile service, Mr. Bauer said, pointing out that a picture taken with a polaroid camera delivers a positive print in about a minute. This print can be sent on a leased line to the nearest INP regional headquarters office for immediate distribution to INP's TV clients. Each station news editor can make an immediate decision as to whether he wants to use the picture, without need for preliminary processing such as is required by the standard process of sending photos by wire.

Other advantages are that the facsimile receiver does not require continual monitoring, that the dull surface of finished prints is ideal for telecasting without the reflections inherent in glossy prints and that facsimile permits the transmission of captions and other news copy along with the pictures and not by separate wire as is done currently. Mr. Bauer believes that eventually TV stations will get their full national service news as well as picture service by facsimile, which has the added virtue of reproducing copy exactly as sent.

Mr. Berkson also reported an expansion in INP's TV news service. Effective Jan. 5, the New York TV news desk went on a 24-hour basis, under the direction of Fred Methot. With this arrangement, INP is able to provide background pictures and information on important persons and events as well as the usual spot news coverage, Mr. Methot explained. His staff now can suggest feature stories and treatment to TV stations and develop them if desired, he said.

XUM

NCAA Unbending in TV Policy

(Continued from page 55)

stated, "but colleges facing TV competition remained 16% below their average pre-television 1947-48 base, while colleges which were not exposed to television competition drew 10% larger audiences than they did in 1947-48.

"It is extremely significant that under the continued NCAA program of limited football telecasts, colleges with TV competition were generally able to maintain their 1951 levels of paid admissions, despite a 40% increase in TV set ownership, and the extension of network television of football games to many areas in the south, southwest and mountain states which were not affected by TV competition in 1951." Colleges in TV areas held their 1951 levels but failed to share in gains recorded where TV was not a factor, it was stated.

The report quoted Nielsen data showing an average rating (% of sets tuned to NCAA program) of 38.2 for the season. Top figure was 50.4 for the UCLA-USC game. Average share-of-audience was 67.1% for 11 games.

Hall Reviews Report

NCAA's Thursday afternoon roundtable was opened by Robert A. Hall, of Yale, chairman of the TV Committee. As chairman he reviewed the committee's report and its effort to meet a difficult situation. He cited General Motors research showing that 96.9% of those who expressed views on the 1952 TV schedule were pleased. A new TV committee will be named, he said, and it will soon start hearings. The final plan, due perhaps in the late spring, is subject to approval by a two-thirds referendum.

As he concluded a eulogy of NCAA's democratic processes, Ralph Furey, of the NCAA Eastern Conference, denounced DuMont Network for "lobbying" and flooding the convention with "propaganda." He claimed the DuMont information, quoting a large number of sports writers in opposition to NCAA's plan, was "not factual."

Francis Murray, U. of Pennsylvania athletic director, submitted a minority report calling for freedom of choice by each college in making TV arrangements. He proposed a fund be built up from TV revenues, with receipts apportioned among colleges suffering from telecasts and among needy students. He opposed sponsorship of football TV by alcoholic beverages or other products not deemed desirable.

Mr. Murry termed "slanderous" the charge that colleges would be "tempted" to get TV revenues. The problem is "control of proselyting, not television," he claimed. He listed figures contesting the National Opinion Research Center's survey data on TV's impact, criticizing use of 1947-48 as base years.

Ed Krause, Notre Dame athletic director, agreed with Mr. Murray that football and TV are "good elements in American life" and called for "more rather than less football on TV." Like Mr. Murray, he charged the current NCAA policy has no regard for what the public wants to see. Both agreed the public interest should be the controlling factor.

NCAA's control is artificial, not natural, Mr. Krause said.

NCAA's controlled TV cost the university $600,000 in 1951 and a million dollars last season, he concluded.

Bob Finnegan, ABC network, first person from the industry to speak, said ABC wanted to be put on record against the NCAA football TV policy, predicting it eventually will turn to unrestricted telecasting. "NCAA whets the appetite for football television, not football," he said.

Tom McMahon, DuMont athletic director, replying to Mr. Furey's charges that the network "propaganda" was not factual, said, "We exercised the American privilege to speak for what we believe and acted within our rights." He recalled that Dr. Allen B. DuMont had risen from a Brooklyn cellar laboratory to his present industry position because of the advantages of free competition.

Rev. Joyce's Opinion

Paul Sheatsley, of NORC, said Mr. Murray had cited distortions of its survey data on TV's impact.

Rev. Edmund P. Joyce, vice president of Notre Dame, suggested the TV Committee had used "bad wording" in its report by charging Notre Dame and Pennsylvania had attacked motives "of their fellow members to bring discredit upon a program which had the backing of an overwhelming majority of the NCAA."

His suggestion brought Chairman Hall to the podium with a slashing attack. The chairman said the committee considered the language "a temperate statement of what had been apparent to us." Most of the "minority" speakers took their seats to the accompaniment of fast rebuttal from the chair.

Three spokesmen appeared for subscription television—Paul McNamara, Telemeter Co.; James M. Landis, spokesman for and a director of Skiatron Electronics & Television Corp., developer of Subscriber-Vision, and Ted Leitzell, Zenith Radio Corp., for Phonevision.

The TV committee wrapped up its views in a series of conclusions and recommendations. These were prepared for submission to the NCAA business session Friday afternoon.

TV continues a "serious threat" to college football as well as the overall athletic program because of its "damaging impact" on the gate, the committee contended in arguing for continued supervision on a national plan. It conceded, however, that such a plan should recognize regional problems.

Danger of "premium financial and publicity benefits" for a few colleges was presented as an argument against unlimited TV. Lacking a formula for national distribution of TV proceeds the committee strongly insisted on the rule allowing a college only one network appearance a season. Thus a "middle course of moderation and reasonableness was advocated."

A 600-word resolution cited the NORC studies and their showing of "a serious adverse effect" on the gate as well as the danger that a few colleges would grab TV publicity and money. It said the membership favors the one-appearance rule and claimed the 1952 plan provided a major game every Saturday, reducing but not eliminating "the adverse effect of television."

Delayed TV is gaining wide popularity, it was argued, and subscription TV "will necessarily have an important bearing on the college football situation, and, if properly supervised, can be operated to football's advantage."

National action is needed, the committee contended. As to the legal problem, the resolution stated, "NCAA fully recognizes the overriding importance of the colleges of the nation at all times being in full compliance with the laws of the land and, to that end, the NCAA has obtained the legal opinion of outstanding counsel and of law teachers that its actions have at all times been in full compliance with the laws of the land."

Sports Semantics

TELECASTING policy of the nation's colleges should avoid extremes, judging by the report of the TV Committee of National Collegiate Athletic Assn. The committee submitted this masterpiece of rhetorical ingenuity in its report: "The future of NCAA policy lies, neither in a complete ban on live television at the one extreme nor in unrestricted live television at the other extreme, but rather in the middle course of moderation and reasonableness."

NEWSPAPER POLL

NCAA Opposition Mirrored

OVERWHELMING opposition to the National Collegiate Athletic Assn.'s 1952 "limited" college football TV plan was expressed by fans participating in the *Chicago Herald-American* poll that ended Jan. 3, it was disclosed last week.

Final results of the poll, circulated also by DuMont TV Network, an outspoken opponent of NCAA's TV program last year, showed that 6,296 (35%) favored "unlimited" TV; 5,966 (33%), small fee TV; 5,011 (28%), regional TV, and 783 (4%), "limited" TV.

NCAA's position with respect to readers' polls repeatedly has been that such inquiries mirror the preferences of sports fans while the NCAA is set up to protect the interests of its 372 member colleges.

WITTING SCORES

NCAA Grid TV Control

MONOPOLISTIC control of football TV by National Collegiate Athletic Assn. may lead to court action, Chris J. Witting, managing director of DuMont Television Network, predicted Thursday in calling for freedom of decision by colleges and freedom of game choice by the public.

DuMont was chastised Thursday by NCAA's top brass for "flooding" the NCAA's Washington convention with "propaganda" (see main NCAA's story page 55). The network had issued a press release quoting comments of sports writers.

NCAA's TV Committee submitted a proposed policy that would commit colleges "to another year of monopoly" through collusive action in restraint of trade, Mr. Witting claimed.

He said the TV Committee asked NCAA to pass a resolution "which, among other things, would direct member institutions not to make any commitments, arrangements or contracts for the televising of college football games until later in the year. Adoption of that portion of the resolution, we believe, would prove most embarrassing to every college president and every college trustee whose institutions happen to be members of the NCAA."

Mr. Witting contended the committee "sought to convey the impression that a 1953 TV program would be formulated by a new committee after hearing all 'interested' parties and that the new program would then be submitted to members for a vote. The fact is that the committee's recommended resolution so completely fences in the area of operation for 1953 and so commits the NCAA to another year of monopoly that the only thing left for the new committee to decide is which teams will play on the restricted schedule and who will get the money."

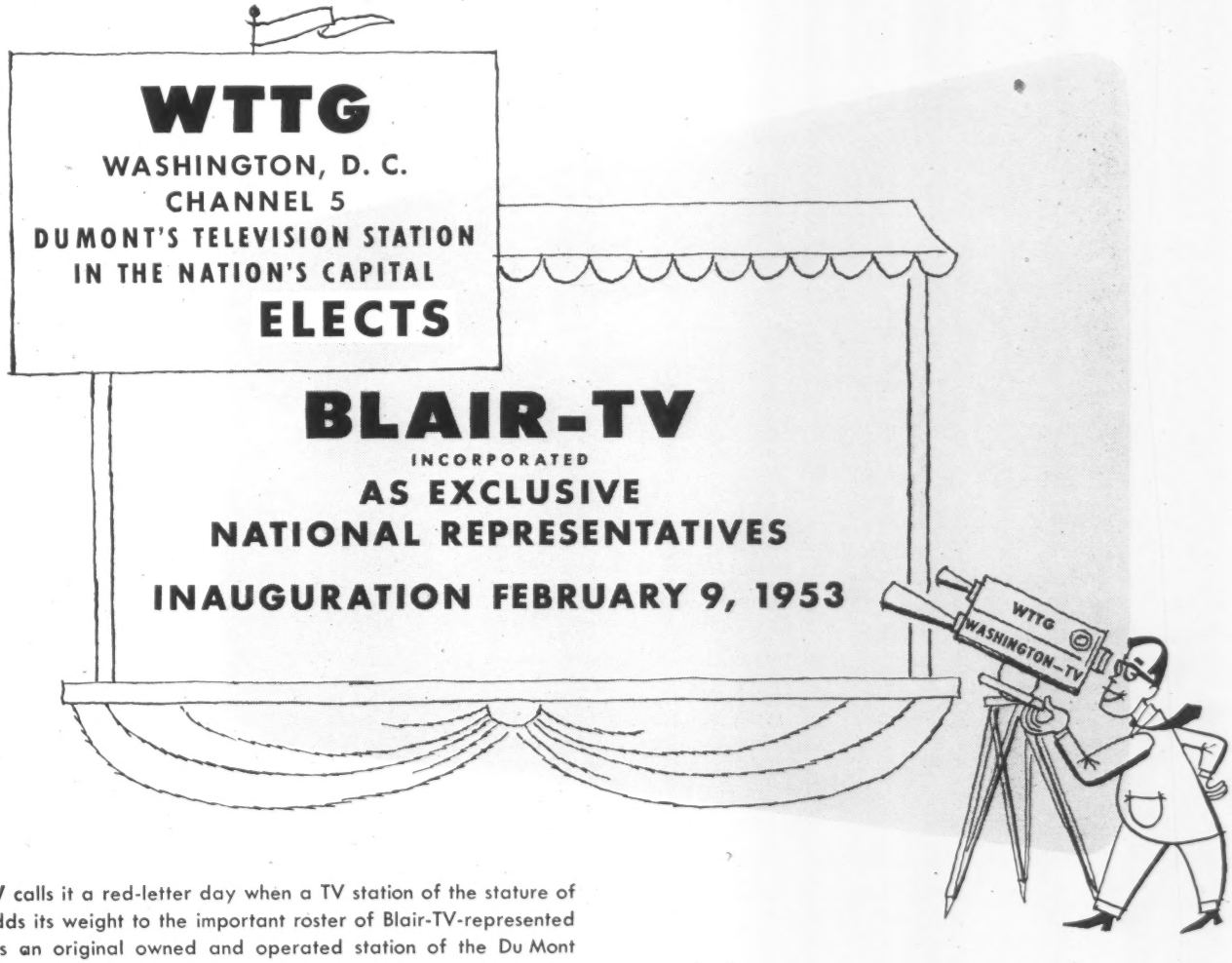
By holding out to NCAA members "the wholly unrealistic spectre of a possible monopoly of television networks by a few institutions," he claimed, the committee is using "fear" rather than sound judgment to attain objectives DuMont feels are illegal.

"If the NCAA persists in its efforts to thwart the public interest," Mr. Witting said, "it will be most surprising if the Dept. of Justice or an outside agency does not take the necessary court action to protect the interests of the public and those educational institutions which find themselves the victims of NCAA coercion."

WABI-TV Names

WABI-TV Bangor, which plans to make its debut Jan. 31 on Ch. 5, last week announced appointment of the George P. Hollingbery Co. as national sales representative. Murray Carpenter is general manager of the TV station as well as its AM affiliate.

MEET THE NEW REPRESENTATIVE-ELECT TO WASHINGTON-TV



BLAIR-TV calls it a red-letter day when a TV station of the stature of WTTG adds its weight to the important roster of Blair-TV-represented outlets. As an original owned and operated station of the Du Mont Network, WTTG has for the past five years presented a popular combination of local and network shows. Its early dominance of the Washington market (America's 9th metropolitan market) has paid handsome dividends in terms of an impressively large and faithful following.

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With the close cooperation of these groups and their individual workers, KPRC-TV has been able to express, in concrete terms, its desire to serve successfully the people of Houston and the Gulf Coast area.

The owners, management and staff of KPRC-TV wish to offer their sincere appreciation to all of these participating groups, and to re-dedicate themselves to the service of the community.

RELIGIOUS

Houston Council of Churches
Houston Council of Church Women
National Council of Catholic Women
Catholic Youth Organization
Daughters of the Nile
Knights of Columbus
B'Nai B'Rith
Maryknoll Fathers
Christian Endeavor Union
The Newman Club, University of Houston
Negro Theological Union
American Quakers
Galveston Catholic Churches
Saint James Lutheran Church
Faith Lutheran Church
First Lutheran Church
North Side Lutheran Church
First Baptist Church
Saint Luke's Methodist Church
Heights Christian Church
Christ Church Cathedral
Magnolia Park Assembly of God
Presbyterian Church of the Covenant
West University Methodist Church
Saint Paul Methodist Church
First Methodist Church
West University Baptist Church
Temple Methodist Church
Our Mother of Mercy Church
Bethel Evangelical and Reformed Church
South Park Evangelical and Reformed Church
Christ Evangelical and Reformed Church
First Evangelical and Reformed Church
Temple Beth Israel
Temple Emanu El
Congregation Beth Yeshurun
Congregation Beth Jacob
Congregation Adath Emeth
First Baptist, Pasadena
Bethany Methodist Church
Saint Mark's Methodist Church
Parker Memorial Methodist Church
Fairbanks Methodist Church
Garden Villas Methodist Church
Oaks Christian Church
Garden Oaks Baptist Church
Trinity Episcopal Church
Saint John the Divine
Saint Francis Episcopal Church
Church of the Good Shepherd
Heights Presbyterian Church
Collins Methodist Church
Saint Matthews Methodist Church
Grace Methodist Church
Annunciation Catholic Church
Saint Vincent De Paul Catholic Church
Second Christian Church
Park Place Baptist Church
Evangelistic Temple Church
Clark Memorial Methodist Church
Shepherd Drive Methodist Church
Saint Albans Episcopal Church
Saint Stephen's Episcopal Church
Parkcrest Methodist Church
Saint Matthew's Episcopal Church
First Evangelical Church
Saint John's Episcopal Church
Unitarian Church
Holy Ghost Catholic Church
Bering Memorial Methodist Church
First Baptist Church, Austin
Our Lady of Fatima Church
Saint Michael's Episcopal Church
Episcopal Church of the Redeemer
Garden Villas Community Church
Grace Lutheran Church
"Frontiers of Faith"
"Life is Worth Living" (Bishop Sheen)
Missouri Synod, Lutheran Churches
National Council of Churches
Billy Graham Evangelistic Foundation
The Christophers
Bluebird Circle

AGRICULTURAL GROUPS

Houston Chamber of Commerce Agriculture Department—Farm & Ranch Club
University of Houston Agriculture Department
Texas A & M Cooperative Extension Service
Production Marketing Administration
Soil Conservation Service
American Brahman Breeders Association
Gulf Coast Aberdeen Angus Breeders Association
Hereford Breeders Association
Public Markets
Texas Farm Bureau Federation
Wharton County Fair
Trinity Valley Livestock Exposition
Harris County Dairy Day
Harris County Vegetable Day
Brazoria County Fair
Fort Bend County Fair
Texas State Fair
East Texas State Fair
Southwest Texas State Fair
Washington County Fair
Land Grant Colleges Association
Texas Forest Service
National Safety Council
Department of the Treasury

Texas Future Farmers of America

Nacodoches, Latexo, Livingston, Huntsville, Crosby, Lufkin, Alvin, Timpson, Joaquin, Needville, Lufink (Redland), Sugarland, Kirbyville, Rosenberg, Pasadena, Angleton, Groveton, Hearn, Orchard, Crockett, Lexington, Giddings, Grapeland, Missouri City

Future Homemakers of America

Pearland, Rosenberg, Galena Park, Cedar Bayou, South Houston, Webster, Spring Branch, Aldine, Crosby, Tomball

Harris County 4-H Clubs

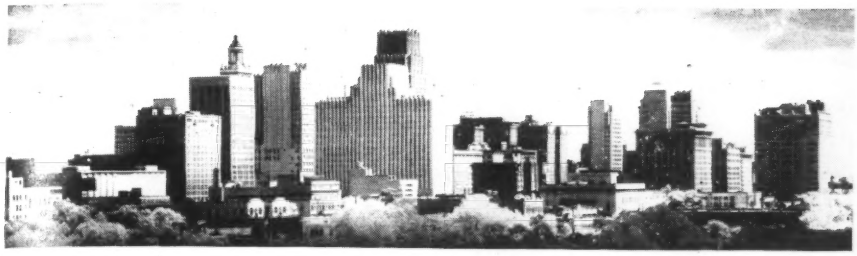
Addicks, Aldine, Alief, Baytown, Burbank, Cedar Bayou, Channelview Seniors, Channelview Juniors, County 4-H Club, Crosby, Cypress Seniors, Cypress Juniors, Fairbanks, Garden Acres, Highlands, Hockley, Tomball Seniors, Tomball Juniors, Bellaire, Webster, Humble Seniors, Humble Juniors, Katy, La Porte, Minitex, Seabrook, Almeda, Genoa, East Houston, Hahl, Klein, Galena Park, Sheldon, Spring Branch, Spring Seniors, Spring Juniors, Junior Dairy Club, Junior Rabbit Club, Junior Beef Cattle Club, Recreation Acres

Harris County Home Demonstration Clubs

Addicks-Barker, Aldine, Alief, Almeda, Bellaire, Berry, Bluebell, Burbank, Channelview, Crosby, Cypress, Kashmere Gardens, Katy, Minette, North Houston, Spring, Fairbanks, Friendly Acres, Garden Home Acres, Garden Villas, Sheldon, Sunnyland, Golden Vista, Highlands, Hahl, Houmont Park, Houston Gardens, Klein, La Porte, Mykawa, Orange Grove, Spring Branch

NATIONAL ORGANIZATIONS

Young Men's Christian Association
Young Women's Christian Association
United States Navy
March of Dimes
Cerebral Palsy Foundation
United States Air Force
C.A.R.E.



National Fire Prevention Week
American Heritage Foundation
Oil Progress Week
Federal Social Security Administration
American Red Cross
Christmas Seal Campaign
United States Marine Corps
United States Defense Bonds
United States Immigration Service
United Nations
Organized Reserve Corps
Women's Air Force
Women's Army Corps
Veterans Insurance Program
Army Medical Corps
W.A.C. Recruiting
WAVE Recruiting
Army Nurse Corps
Hire the Handicapped Week
Army Nurse Recruiting
Civilian Nurse Recruiting
American Institute of Decorators
American Legion Baseball
Southern Junior AAU Olympics
Veterans of Foreign Wars
National Guard
United States State Department
Disabled American Veterans
Make a Toy Campaign
United States Post Office Department
American Legion
Leper Fund

EDUCATIONAL

MacGregor Elementary School
Rusk Elementary School
Memorial Elementary School
Twenty-Third Avenue Elementary School
Horn Elementary School
Montrose Elementary School
Franklin Elementary School
Bonner Elementary School
Southmayd Elementary School
Condit Elementary School
Cage Elementary School
Travis Elementary School
Garden Oaks Elementary School
Sutton Elementary School
Roberts Elementary School
Golfcrest Elementary School
Lamar Elementary School
Ross Elementary School
Lantrip Elementary School
West University Elementary School
Roosevelt Elementary School
Lubbock Elementary School
Douglass Elementary School
Harvard Elementary School
Henderson Elementary School
Hohl Elementary School
Helms Elementary School
Love Elementary School
Oates Elementary School
Pugh Elementary School
Mark Twain Elementary School
Wilson Elementary School
Bowie Elementary School
Jackson Junior High School
Hamilton Junior High School
Johnston Junior High School
Marshall Junior High School
Lanier Junior High School
Burbank Junior High School
Deady Junior High School
Pershing Junior High School
Hogg Junior High School
Edison Junior High School
George Washington Junior High School
Reagan High School
Lamar High School
Wheatley High School
Sam Houston High School
Davis High School
Milby High School
Austin High School
Booker T. Washington High School
Yates High School
San Jacinto High School
Vocational-Technical High School
Allied Arts Association
Rice Institute
Incarnate Word Academy
Lon Morris College
Genoa School
School for Deaf Children
Texas Southern University
Wharton Junior College
Galena Park Junior High School
A & M Consolidated School
Alvin Junior High School
Sam Houston College
Spring Branch School
Child Guidance Center
University of Houston
University of Houston School of Nursing
Museum of Fine Arts
Contemporary Arts Museum
Houston Post Art Exhibit
Attic Theatre
Houston Youth Symphony
Houston Art League
Texas A & M College
Houston Public Library
Sacred Heart Dominican College
St. Agnes Academy
Parent-Teachers Association
International Education Council

SAFETY-HEALTH

Texas Department of Public Safety
Houston Police Department
Fire Prevention Week
Harris County Sheriff's Department
National Safety Council
Junior Chamber of Commerce
Houston Heart Association
Harris County Medical Association
Harris County Tuberculosis Society
Houston Negro Hospital
M. D. Anderson Hospital
Harris County Blood Donors
State Health Service
Rabies Control
Cerebral Palsy Association
U. S. Public Health Service
Harris County Cancer Society
Methodist Hospital Dietician

COMMUNITY ORGANIZATIONS

Bellaire Chamber of Commerce
Houston Junior Achievement Clubs
Forest Oak Civic Club
Alpha Kappa Alpha
Shamrock Charity Bowl
Harris County Emergency Corps
Harris County Fair and Rodeo
Omega Psi Phi
Beta Sigma Phi
Federation of Garden Clubs
Harris County Civil Defense
Starr Commonwealth Home for Boys
Houston Chamber of Commerce
United Fund
Houston School Board Candidates
Houston City Council Candidates
Houston Little Theatre
Alley Theatre
Civic Theatre
Amateur Boxing Show
Chi Omega Benefit
Houston Exchange Club
Children's Hospital
Pioneer Women
South Texas Beagle Club
South Texas Boxer Club
Pin Oaks Charity Horse Show
Four Arts Theatre
Houston Settlement House
Houston Little League Baseball
Houston Junior Chamber of Commerce
Harris County Bloodmobile
Sheriff's County Rodeo
Houston Odd Fellows
Street Newsboy Club
Wharton American Legion
Insurance Women's Club
Kiwanis Club
Lions Clubs
Galveston Junior Chamber of Commerce
Variety Boys' Club
Salesmanship Club
Elks Club
Holly Hall
Houston Contract Bridge Association
Houston Model Railroad Club
Houston School Bond Issue
Houston Garden Clubs
City of Houston Recreation Department
Houston Policemen's Benefit Fund
Boy Scouts of America
Girl Scouts of America
Houston Optimist Club
Brownies
Campfire Girls
Houston Fat Stock Show
Barbershop Minstrels
Polio Emergency Volunteers Association
Make a Christmas Toy Campaign
Arabia Temple

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EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
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Channel 4 . . . Represented by
The BRANHAM Company

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'Lucy' in Front of Rating Parade

(Report 250)

AMERICAN Research Bureau December 1952 ratings listed *I Love Lucy* and Arthur Godfrey's *Talent Scouts* in the No. 1 and 2 spots, respectively, and ARB Director James W. Seiler said the two shows, plus *Your Show of Shows*, were among ARB's top 10 every month scheduled during 1952 except for vacation periods. December ratings, compared with those in January at beginning of 1952, follow:

JANUARY 1952

	Program	Rating
1	Red Skelton (NBC)	49.5
2	Talent Scouts (CBS)	47.2
3	Star Theatre (NBC)	46.2
4	Show of Shows (NBC)	44.9
5	I Love Lucy (CBS)	44.0
6	My Friend Irma (CBS)	40.5
7	Blue Ribbon Bouts (CBS)	40.3
8	Comedy Hour (NBC)	40.0
9	Cavalcade of Sports (NBC)	39.7
10	Kraft TV Theatre (NBC)	38.0

DECEMBER 1952

	Program	Rating
1	I Love Lucy (CBS)	73.5
2	Talent Scouts (CBS)	60.4
3	Godfrey & Friends (CBS)	57.4
4	You Bet Your Life (NBC)	49.5
5	Comedy Hour (NBC)	47.0
6	Dragnet (NBC)	43.5
7	What's My Line? (CBS)	41.6
8	Television Playhouse (NBC)	41.0
9	Our Miss Brooks (CBS)	38.6
10	Show of Shows (NBC)	38.3

'Lucy' Leads Dec. Videodex Report

TOP 10 network television programs for December listed by Videodex Reports are as follows:

	Program	No. of Cities	% of TV Homes
1	I Love Lucy (CBS)	62	59.5
2	Godfrey & Friends (CBS, 8:30 p.m.)	58	50.0
3	Godfrey's Talent Scouts (CBS)	22	46.6
4	Godfrey & Friends (CBS, 8 p.m.)	54	44.2
5	Groucho Marx (NBC)	62	43.9
6	Dragnet (NBC)	40	43.8
7	Your Show of Shows (NBC, 1st hour)	56	40.3
8	Buick Circus Hour (NBC)	48	37.5
9	Colgate Comedy Hour (NBC)	60	37.4
10	Red Skelton (NBC)	56	33.7

	Program	No. of Cities	No. of TV Homes (000)
1	I Love Lucy (CBS)	62	11,667
2	Godfrey & Friends (CBS, 8:30 p.m.)	58	9,446
3	Groucho Marx (NBC)	62	8,590
4	Godfrey & Friends (CBS, 8 p.m.)	54	8,236
5	Your Show of Shows (NBC, 1st hour)	56	7,426
6	Colgate Comedy Hour (NBC)	60	7,150
7	Dragnet (NBC)	40	6,757
8	Red Skelton (NBC)	56	6,464
9	All-Star Revue (NBC)	58	6,346
10	Buick Circus Hour (NBC)	48	6,030

* * *

November Hooperatings: 'Lucy' Led in 31 Cities

C. E. HOOPER Inc.'s "TV-Area Hooperatings" for November found *I Love Lucy* (CBS-TV) in first place in 31 of the 40 cities covered, the Hooper firm reported last week. *Groucho Marx Show* (NBC-TV) led in four cities; *Colgate Comedy Hour* (NBC-TV) in two, and *Arthur Godfrey & Friends* (CBS-TV), *Red Skelton Program* (NBC-TV) and *What's My Line?* (CBS-TV) in one each.

* * *

Daytime TV Habits Reported in L. A., S. F.

DAYTIME TV is heard in two-thirds of Los Angeles and San Francisco TV homes at least once, Monday through Friday, according to a report on "The Audience Potential of Daytime Television" made by ARB-Teleque for clients at year's end.

Based on an analysis of the American Research Bureau survey made in November in the two California cities, the report shows nearly half of the homes tune in every day for five days and only about one in ten tune in one day only.

One significant fact is that daytime audiences in both cities are

(Continued on page 66)

Weekly Television Summary— January 12, 1953—Telecasting Survey

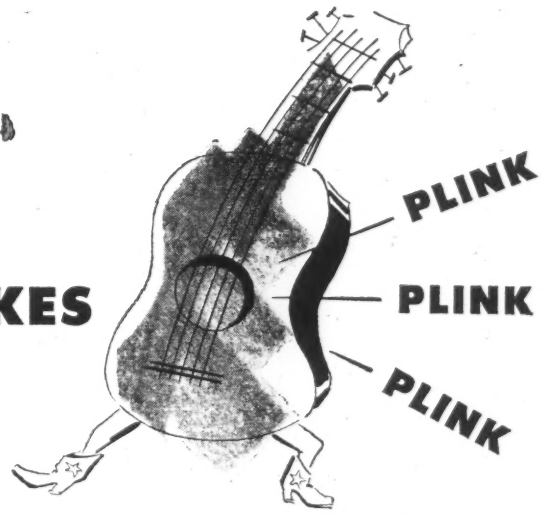
City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	.....
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV	.....
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	12,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	117,203
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
Spokane	KHQ-TV	.....
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilmington	WDEL-TV	126,281

Total Stations on Air 125*
* Includes XELD-TV Matamoros, Mexico

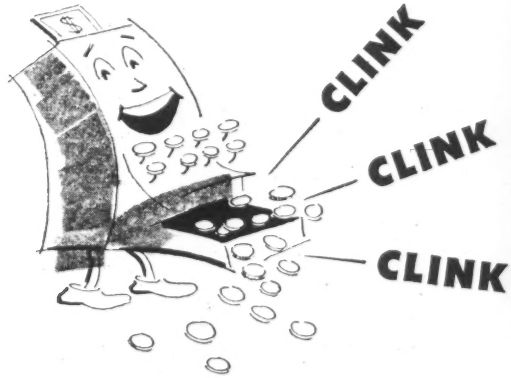
Total Markets on Air 74*

Total Sets in Use: 20,131,773

Editor's Note: Totals for each market represent estimated sets with in television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



IT TAKES



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You won't find a higher-powered sales force anywhere than our star-studded roundup of Ernie Lee, Kenny Roberts, and the Trail Hands. See National Representative George P. Hollingbery for market data, ratings and availabilities.

DAYTON, OHIO • whio TV AM FM

Telestatus

(Continued from page 64)

alike in two basic respects: (1) The number of homes tuning to daytime video during the week and (2) the regularity with which these homes view.

The report shows nearly all viewing of daytime television is during the afternoon with only about four in ten homes viewing during the morning. In both cities homes tuning to daytime TV averaged about 6.9 hours viewing during the week.

* * *

12 Million Viewers Saw 'Birth'—ARB

TELEVISED birth of a baby last month on NBC-TV's *March of Medicine* was seen by nearly 12 million viewers in over 5 million homes in 37 cities, according to American Research Bureau figures released by Director James W. Seiler.

ARB estimates some 11,592,000 viewers, with nearly 35% of sets in various areas tuned to the program. The audience breakdown was 38% men, 51% women and 10% children. Program was telecast Dec. 2 as part of the regular twice-weekly series sponsored by Smith, Kline & French Labs.

* * *

Chicago Leads L. A. In Live Originations

CHICAGO has moved into second place, ahead of Los Angeles, as origination point for live network television programs, according to Ross Reports on Television published today (Monday).

The research firm issues a monthly index of network TV program originations based on a single week's sampling. Current figures are based on advance network schedules for the week of Jan. 11-17.

New York outdistances all cities with 135¼ hours of live and film programming (122¼ live) set for the sampling period. Chicago has scheduled 18 hours (17 live) and Los Angeles 19 hours (11 live).

Other city totals are: Washington, 6¼ hours (6¼ live); Philadelphia, 7 hours (4¼ live); Cincinnati, 5 hours (5 live); St. Louis, ¾ hour (¾ live), and Baltimore and Pittsburgh, ½ hour each, both live.

Survey of network TV programming by Ross Reports indicates that during the Jan. 11-17 index week, NBC will lead all networks in program service to affiliates with 69½ hours of programming (56½ hours live). CBS-TV will transmit 61¾ hours (53¼ live); DuMont, 32¾ hours (31¾ live), and ABC, 28¼ hours (16½ live).

The firm said that all approximations are based on advance schedules and do not reflect last minute programming revisions.

* * *

Golf Coverage Technique Devised at KECA-TV

DEVISED to augment TV coverage of golf tournaments is new technique by Stuart Woodman Phelps, director with KECA-TV Los Angeles, whereby all the strategic golf plays are brought into focus in one picture. It was premiered on the telecast of the 27th annual L. A. Open Golf Tournament, Jan. 5-6. Cables in double the normal amount were laid underground to connect audio and video channels. Four cameras were utilized. Mr. Phelps directed from a special master control headquarters on the links.

'SHOW BUSINESS'

Kaufman Back by Demand

PLAYWRIGHT George S. Kaufman, dropped from the regular panel of American Tobacco Co.'s *This Is Show Business* because of protests against a remark he made on the Dec. 21 program, will return to the show—by popular demand—when the show becomes a sustainer Jan. 24.

The number of protests against the dropping of Mr. Kaufman was reported by CBS-TV spokesmen as having greatly exceeded the number of protests (about 500) against the remark he made.

The original protests were directed aginst Mr. Kaufman's observation, on the pre-Christmas program, that they should "make this one program on which no one sings 'Silent Night.'" Complaints were based on interpretations of the remark as being "anti-religious" and in "bad taste."

Among the protests that broke with disclosure that Mr. Kaufman had been dropped was one lodged by the Rev. Dr. Truman B. Douglass, chairman of the Broadcasting and Film Commission of the National Council of Churches, who wrote CBS Board Chairman William S. Paley that Mr. Kaufman's remark was "more expressive of religious sensitiveness than of any spirit of derision."

Dr. Douglass said, "The real sacrilege is the merciless repetition of 'Silent Night' and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians."

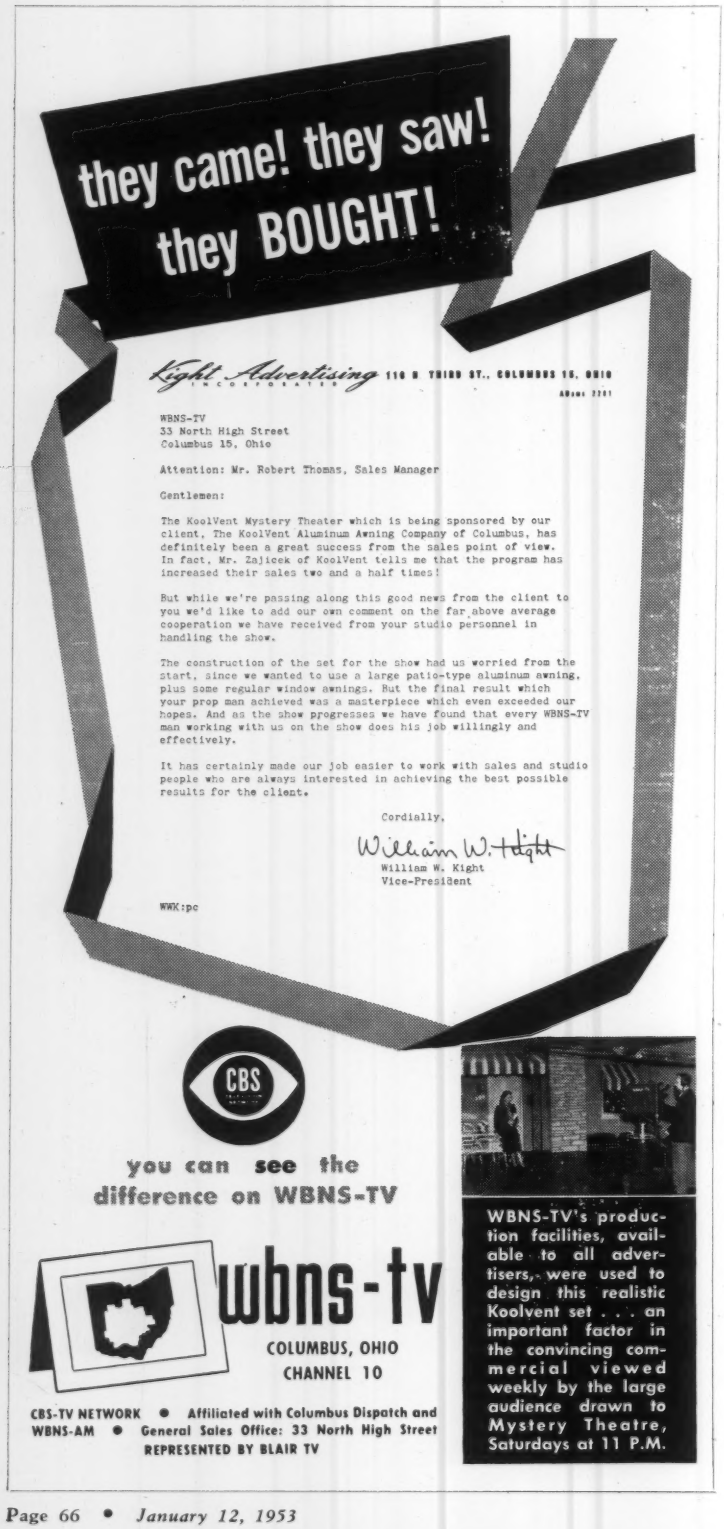
He also objected to the dropping of Mr. Kaufman on protests from a minority of the audience: "It would seem to me," he said, "that before CBS accepted these self-appointed defenders of sanctity as ultimate arbiters of good taste in the realm of religion some attempt might have been made to obtain the opinion of responsible representatives of religious bodies."

Mr. Kaufman himself had said that his "was not wittingly an anti-religious remark. I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products."

American Tobacco Co.'s decision to replace the show, which alternates the 7-7:30 p.m. Sunday spot with the Jack Benny program, was reached before Mr. Kaufman made the quip that set off the furor. Effective Jan. 24, the program will be seen Saturday, 9-9:30 p.m., with Mr. Kaufman, Clifton Fadiman and Sam Levenson among the regulars.

Consolidated Sales

COMPLETION of 28 new sales in the past two weeks by Consolidated Television Sales, filmed TV distribution firm, was announced today (Monday) by Peter M. Robeck, general manager.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Gentlemen:
The KoolVent Mystery Theater which is being sponsored by our client, The KoolVent Aluminum Awning Company of Columbus, has definitely been a great success from the sales point of view. In fact, Mr. Zajicek of KoolVent tells me that the program has increased their sales two and a half times!
But while we're passing along this good news from the client to you we'd like to add our own comment on the far above average cooperation we have received from your studio personnel in handling the show.
The construction of the set for the show had us worried from the start, since we wanted to use a large patio-type aluminum awning, plus some regular window awnings. But the final result which your prop man achieved was a masterpiece which even exceeded our hopes. And as the show progresses we have found that every WBNS-TV man working with us on the show does his job willingly and effectively.
It has certainly made our job easier to work with sales and studio people who are always interested in achieving the best possible results for the client.
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CROSLEY TV DIV.

11-Month Report Issued

GROSS SALES for the three-station television division of Crosley Broadcasting Corp. for the 11-month fiscal period ending Oct. 31, 1952, totaled in excess of $4.4 million—topping the $3 million gross of Crosley's WLW Cincinnati and $730,000 gross for WINS New York during the same period.

★

Financial details of the Crosley operations were disclosed in the formal application reported filed with FCC last week for consent to purchase WLTV(TV) Atlanta for $1.5 million from 25 prominent local citizens [B•T, Dec. 15, 1952].

Concurrently, Crosley tendered to the Commission its amended new-station applications for vhf Ch. 11 at Toledo and vhf Ch. 8 at Indianapolis. The Avco Corp. subsidiary had applications pending in those cities prior to the lifting of the freeze last spring.

Crosley's present TV outlets include WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. In addition to these and its 50-kw clear channel WLW and 50-kw independent WINS, Crosley operates several international short-wave stations which are a part of the Voice of America.

Since FCC rules prohibit a single licensee from controlling more than five TV stations, Crosley would be faced with giving up the alternate bid should either of the Toledo or Indianapolis applications be approved and the WLTV transfer consummated after Commission consent.

Last 'Pre-Freeze' Station

The last of the "pre-freeze" and the 108th station to commence operation, WLTV has been on the air since Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B•T, Nov. 17, 1952].

The 25 local citizens comprising Broadcasting Inc., the WLTV licensee, had acquired the station for $525,000 from the Atlanta *Journal* and *Constitution*, licensee of WSB-TV Atlanta. Third operating Atlanta station is WAGA-TV, owned by Storer Broadcasting Co. WLTV, an ABC affiliate, is assigned Ch. 8.

Final negotiations for the sale were handled by James D. Shouse, chairman of the board of Crosley and vice president of Avco, and William T. Lane, WLTV general manager, who is expected to continue in his present post.

Avco already has a business interest in the South through its appliance manufacturing plant at Nashville.

The Broadcasting Inc. stockholders who would sell their holdings to Crosley, in addition to General Manager Lane, include President Walter C. Sturdivant, owner of Montgomery Knitting Mills of Summerville, Ga., Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery.

WLTV's financial statement, dated Nov. 30, 1952, and submitted with the transfer application, reported a net loss from operations for 1952 in the amount of $126,995.05. No monthly breakdown of finances was given.

Current assets reported were $156,434.48 and fixed assets $635,519.12. Of the latter, land totaled $48,604.31, machinery and equipment $429,905.26 (depreciated value), studio and technical equipment $136,517.25 (depreciated value). With deferred charges of $6,602.14, total assets came to $798,555.74.

The report gave current liabilities of $37,806.06 and long term indebtedness of $150,000, latter due Trust Co. of Georgia. Total of $360,000 in preferred stock and common stock of $504,100 issued.

The application showed that in 1951 WLTV was operating 53.5 hours weekly and in 1952, 63.9 hours per week.

Commercial programs totaled 39.1% of the time, with network commercial 22.5%.

Financial statement for Crosley Broadcasting Corp., included with the WLTV transfer application, showed gross sales of $8,492,324.63 for the 11 month fiscal period ending Oct. 31, 1952. With deduction of $149,345.56 as rebate provision, net sales totaled $8,342,979.07.

For the period, the report showed gross sales for the WLW division totaled $3,052,156.48; WINS division, $733,879.49; inter-company sales of talent, $42,890.69, and inter-company sales of time, $227,384.69. Gross sales for the TV unit totaled $4,436,013.28.

Profit after provision for federal income taxes was reported as $800,956.36, or 9.6% of net sales.

The report listed operating expenses of $5,132,868.70 for this period, plus general and administrative expenses of $1,417,055.16.

The Crosley balance sheet showed an earned surplus balance as of Nov. 30, 1951, of $2,455,779.17, which was adjusted to $2,756,735.53 following addition of the current net profit and deduction of $500,000 paid in dividends.

The balance sheet disclosed total assets of $5,895,483.44, comprised of the following: current assets, $2,886,252.06; investments, $183,685; fixed assets, $1,797,302.63; goodwill (WINS), $867,847; deferred charges, $160,396.75.

Current liabilities were listed at $1,587,671.44, including $1,282,079.90 for taxes. Stock outstanding was given at $1,450,000.

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WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

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Tobey Asks Delay in ABC-UPT Merger

(Continued from page 23)

Sen. Tobey's proposed hearings would be the ABC-UPT merger, it was thought unlikely that the FCC Commissioners would permit themselves to be interrogated on the case. The Commission has carefully over the years refrained from discussing pending matters with Congress. Legally, it cannot go beyond the record.

But in this case Sen. Tobey's message spoke of discussing possible legislation regarding the prohibition of motion picture and TV mergers. Consequently, it was felt that the Commissioners' ideas on the merger could be presented.

Consensus in a 1948 hearing on whether a blanket rule should be promulgated by the FCC to bar applicants with histories of anti-trust violations—which bore most heavily on motion picture interests—was that no general rule should be applied, but that each case should be taken up individually. The ABC-UPT merger, with its related issues concerning Paramount Pictures' anti-trust history, was the first such case following the FCC policy decision.

Oral argument before all seven commissioners saw only the Broadcast Bureau attorneys oppose the examiner's initial decision in toto.

Hearing Division Chief Frederick W. Ford argued that the merger tended to monopoly. He declared that both radio and TV and motion pictures competed for audiences, and that in addition further conflicts might crop up if and when theatre - TV and subscription - TV come of age.

Ford Decries 'Urgency'

Mr. Ford also decried the "urgency" of a decision immediately and declared that further delay would not be adverse to ABC's future.

To the argument that ABC and UPT would continue as separate entities, Mr. Ford quoted from the 1941 FCC Report on Chain Broadcasting that "two arms of a company cannot compete. . . ." This was in reference to the Blue and Red Networks of NBC. ABC is the successor to the Blue Network, which the FCC forced NBC to relinquish in 1943. It was sold to Mr. Noble for $8 million.

FCC attorney Max Paglin argued that the transfers of the radio-TV properties from the old Paramount Pictures to the new producing company was a voluntary action and required prior FCC approval. The applications were filed a few days before the new companies came into existence in January 1950, and were tagged as involuntary transfers. Paramount contended that the 1949 Consent Decree forced it to divide itself into producing and theatre-owning companies and thus was an involuntary action. Involuntary transfers do not require prior FCC approval.

FCC attorney James Juntilla argued that Paramount controlled Allen B. DuMont Labs. by virtue of 25% ownership of DuMont stock.

DuMont is actually and practically controlled by Dr. DuMont, attorney William A. Roberts emphasized in his presentation on the control issue. He cited various instances where the DuMont interests had acted counter to the Paramount directors' wishes. He stressed that Dr. DuMont and his associates actually run the company, that the Paramount directors—they occupy three out of the eight board memberships and represent the Class B stock wholly owned by Paramount—represent an investor's interest rather than an operating interest.

In answer to questions from FCC commissioners, Mr. Roberts acknowledged that Delaware law (DuMont is a Delaware corporation) provided for a type of negative control, but he strongly urged the Commission to look at the actual operating history of the company which, he said, was "dominated" by Dr. DuMont and his associates.

Roberts' Answer

In reply to Miss Hennock, Mr. Roberts said that DuMont feared that it would not be able to compete with the AB-PT company because of its size and its purchasing power in the film, talent and story fields.

However, he acknowledged that DuMont would not feel too badly about the merger if it were permitted to expand its TV station ownership from its present three to the FCC's limit of five. He suggested, however, that the Commission include conditions in its approval of the merger. The conditions, he explained, would inhibit the new company from exercising domination by virtue of its size and relationship to motion picture producers.

DuMont TV Network accounted for about 15% of the estimated $75 million gross of Allen B. DuMont Labs., Mr. Roberts revealed.

It was at this point that Miss Hennock suggested that with TV's economic conditions improved since the ABC-UPT merger was completed, it was no longer necessary to speed final Commission decision on the matter. The FCC had been urged to hasten its final decision, not only by ABC which was feeling the pinch of declining business early in 1952, but also by its affiliates.

Paramount Pictures attorney Paul A. Porter stressed that Paramount's interest in DuMont was that of an investor. He disclosed that Paramount's 25% holdings in DuMont were about 20-25% of Paramount's net assets. This accounted for the calibre of the Paramount directors on the DuMont board (Barney Balaban, Paul Raibourn and Edwin Weisl), he told Miss Hennock in answer to her interrogation.

In answer to another question from Miss Hennock, Mr. Porter said that the subject of DuMont opposition to the ABC-UPT merger had never been taken up by the DuMont board. This was, he said, an indication of Dr. DuMont's control of his company.

History of Paramount Pictures' involvement in anti-trust litigation was traced by Mr. Porter. He stressed that no anti-trust actions had been brought against Paramount since the Consent Decree and the formation of the new Paramount Pictures Corp.

Answering the Broadcast Bureau and DuMont charges that the merged ABC-UPT company would restrain TV in favor of its exhibition business, UPT attorney Duke Patrick stated that such a charge was false. In the first place the merged company would be cutting its own throat, he said. In the second place, there still would be competition from other TV networks—NBC, CBS and DuMont, he declared.

The fact that one of the companies involved in the merger was a motion picture company gave the Commission no right to discriminate against it, Mr. Patrick averred. He cited the history of

MERGER FACTS

Background of Case

ALTHOUGH the most significant part of the many-sided Paramount case is the ABC-United Paramount Theatres Inc. merger, in reality it involves also (1) the qualifications of Paramount Pictures Corp. and of UPT to hold licenses, (2) the renewals and licenses of KTLA (TV) Los Angeles, WBKB (TV) Chicago and WSMB-AM-FM New Orleans, (3) the transfer of ownership of those three properties from old Paramount Pictures Inc. to the new producing company for KTLA and to UPT for WBKB and WSMB, (4) whether Paramount Pictures controls Allen B. DuMont Labs. through 25% ownership of DuMont stock, (5) the licenses and renewals of DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, and (6) the sale of WBKB to CBS for $6 million after approval of the merger.

The various facets of the Paramount case were ordered to hearing by the Commission in mid-1951. One of the chief issues was the anti-trust activities of the parent Paramount company. Hearings began in January 1952 and ran for 90 hearing days to the end of August. Early in August, the FCC, in the interests of speeding up the case, instructed the examiner to delete from the record all references to anti-trust matters prior to 1948. A fully favorable initial decision was issued by the examiner last November [B•T, Nov. 17, 1952]. The oral argument last week by the FCC *en banc* was ordered after the Broadcast Bureau and DuMont filed exceptions to the examiner's proposals.

the newspaper anti-discrimination clause in the McFarland Bill, told how that provision had been dropped during the conference on the bill because the conferees stated that the Commission had no power to discriminate against any business.

In reference to the anti-trust issues Mr. Patrick pointed out that UPT had never been sued for anti-trust violations since it was organized in 1950.

Unique situation arose when Comr. Webster questioned whether the transfers were voluntary or involuntary, asked permission to interrogate Mr. O'Brien. Witnesses are not usually questioned during oral argument before an administrative agency. Huddle of participating attorneys ensued, but UPT counsel decided not to put Mr. O'Brien on the stand.

Comr. Webster stated that he was forced to infer from the record that Paramount Pictures had a choice of various methods of complying with the Supreme Court divestiture decision and chose to make a business decision without regard to FCC regulations regarding transfers.

Mr. Patrick took personal responsibility for advising Paramount Pictures to file its applications for involuntary transfers.

Miss Hennock's questioning of Mr. Patrick emphasized that she held objectionable that UPT was the largest theatre chain in the U. S. (it will own 600 theatres following completion of the divestiture program), that it spends $30 million a year on film rentals, that movies compete with TV for audience, that TV has affected movie attendance.

In answer to a question regarding conditions on the grant of the merger from Comr. Eugene H. Merrill, Mr. Patrick stressed that the promises made by UPT and ABC executives during the hearings were binding and that the approval did not have to be conditioned in any way.

McKenna's Plea

A spirited plea for urgency in coming to a final decision was made by ABC attorney James A. McKenna Jr. In answer to questions from Comrs. Hennock, Sterling and Bartley, he recounted the history of ABC's financial plight, related the efforts it had made to gain new capital leading up to the merger agreement with UPT.

Miss Hennock kept hammering that the changed financial climate in TV—with the lifting of the freeze — deprecated the need for haste in arriving at a final decision. Comrs. Sterling and Bartley were interested in whether ABC had been forced to curtail its service to affiliates and whether, if the merger was approved, the network could begin to furnish more commercial programs to its affiliates.

Miss Hennock expressed the fear that the whole TV industry would be taken over by motion picture interests.

Greater Love Hath . . .

HEARKENING to the laments of Walter Compton, general manager of WTTG (TV) Washington, Allen B. DuMont Labs. outlet in the national capital, regarding the demands made on his time in demonstrating to prospective TV station owners the WTTG plant operation, William E. Ware, president of KSTL St. Louis, after a recent visit to WTTG, went away with a feeling of such profound sympathy that he caused to be made up and presented to friend Compton a plaque, "in appreciation" of Mr. Compton's efforts ."on behalf of the Future TV Owners of America."

VOD FINALISTS

12 Students Considered

NAMES of 12 high school students picked for the final screening in the sixth annual Voice of Democracy Contest were announced Thursday by Chairman Robert K. Richards, NARTB assistant to the president and public affairs director. A panel of national judges will pick the four national winners, to be announced early in February.

The finalists were chosen from a field of a million entries from 30,000 high schools competing in the broadcast script writing and voicing competition. The contest is sponsored annually by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The four national winners will receive $500 college scholarships and all-expense trips to Washington and Colonial Williamsburg plus radio-TV receivers donated by RTMA.

Awards will be presented Feb. 18 at the annual VOD luncheon at the Mayflower Hotel, Washington.

Judges are: Dr. Ralph Bunche, Director, Dept. of Trusteeship, United Nations; Joseph Johnson, president, Carnegie Endowment for International Peace; Charles Kuralt, a national winner, 1948-49 Voice of Democracy Contest; Henry R. Luce, publisher of *Life*, *Time* and *Fortune* magazines; Rev. G. Bromley Oxnam, Bishop, Methodist Church; Theodore S. Repplier, president, Advertising Council; Dr. Susan B. Riley, president, American Assn. of University Women; John D. Rockefeller III; Anna Rosenberg, Assistant Secretary of Defense; Eric Sevareid, news analyst, CBS; Paul A. Walker, chairman, FCC; Judith Waller, director of education, NBC.

Justice Tom C. Clark of the U. S. Supreme Court, is honorary chairman of the contest.

Finalists are:

Frank Lammedee, 17, San Marino, Calif.; Thomas J. Walsh, 17, Washington, D. C.; Fred Williams, 16, Palatka, Fla.; Robert Davies, 17, Maui, Hawaii; Janet Jeanne Clowers, 17, St. John, Kan.; Carol Deer, 16, Baton Rouge, La.; Philip C. Shepardson, 18, Williston Academy, Easthampton, Mass.; James Thomas Marshall, 17, Las Vegas, Nev.; Adelaide Nacamu, 14, Peekskill, N. Y.; Robyn Cotner, 17, Wilmington, Ohio; Frank T. White Jr., 17, Spartanburg, S. C.; Frank Edward Self, 17, Dallas, Tex.

Baltimore School Strike

(Continued from page 25)

the education venture, John E. Surrick, vice president and general manager of the station, said that "radio received a challenge and a unique opportunity to provide public service in the finest sense of the word. We have met the challenge, and thus far our efforts to ease a critical situation have been highly successful."

WFBR maintained a 55-minute daily schedule for teachers and cancelled "some local and network commercials to make suitable time available, but this is an emergency and our fullest cooperation is freely given," Mr. Surrick explained.

WWIN also placed its facilities at the disposal of the Dept. of Education, with a 15-minute daily period devoted to air classes. Among other stations offering full-hearted cooperation and participating in the Board of Education's plan were WBAL WBMD WCAO WCMB WITH and WSID.

The pattern in the Baltimore experiment was set on short notice. The Board of Education evolved a schedule for radio and TV classes and appointed about 15 teachers to give classes in either media, depending on their broadcasting experience and aptitudes.

Pupils Attend Air Classes

Pupils reported to their schools each morning—but only long enough to pick up assignments and return home for air classes. They weren't required to listen or view programs, though their parents were urged to encourage them, but extra credits were held out for reports turned in. Pupils were advised beforehand what stations to dial for particular subjects.

Teachers held class in radio-TV studios, generally with a live audience of a dozen or more students and a small blackboard—the set furnished to look as much like a classroom as possible. With a live audience teachers felt they were better able to impart knowledge.

In the opening class for elementary pupils—a science program about thermometers—youngsters in the studio appeared unaware of the existence of WBAL-TV cameras.

School and TV authorities generally feel Baltimore has first claim as a school television pioneer, with a low bow to WBAL-TV for its continuing interest in that field. The station is credited with submitting a television-in-the-classrooms plan three years ago. Telesets were installed in schools as a supplement and soon two hours of programming per week was underway regularly.

One obvious advantage of such a plan, educators point out, is that it assures an appreciable audience, especially for specialized courses which involve experimental equipment. Another benefit, seen by some far-seeing educators, is the possible easing of the teacher shortage now facing schools.

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XUM

Eleven More Grants Begin '53

(Continued from page 55)

aural, antenna 600 ft. Pre-freeze operating vhf stations: WBKB (TV), Ch. 4; WNBQ (TV), Ch. 5; WENR-TV, Ch. 7; WGN-TV, Ch. 9.

Pittsburgh (Group B-4, No. 180)—Agnes Jane Reeves Greer (WKJF-FM), granted uhf Ch. 53, ERP 260 kw visual and 130 kw aural, antenna 530 ft. Pre-freeze operating station: WDTV (TV), vhf Ch. 2. Post-thaw uhf grantees: Gallaher, Berry & Woodyard, Ch. 47; Telecasting Co. of Pittsburgh, Ch. 16.

Houston, Tex. (Group B-4, No. 183)—Uhf Television Co., granted uhf Ch. 23, ERP 175 kw visual and 88 kw aural, antenna 510 ft. Pre-freeze operating station: KPRC-TV, vhf Ch. 2. Post-thaw noncommercial, educational grantee: KUHT (TV), vhf Ch. 8.

Houston, Tex. (Group B-4, No. 183) — KNUZ Television Co. (KNUZ), granted uhf Ch. 39, ERP 100 kw visual and 60 kw aural, antenna 520 ft.

In other TV actions last week, the Commission made final its earlier proposals to transfer vhf Ch. 13 from Macon to Warner Robins, Ga., and to substitute uhf Ch. 27 for Ch. 42 at Abbeville, La. [B•T, Dec. 8, 1952].

The use of Ch. 13 at Macon would have violated by about a mile the required minimum co-channel spacing with WAFM-TV Birmingham, Ala., operating on Ch. 13. WMAZ Macon last week amended its application for the channel so as to specify Warner Robins.

Spacing Problem Eliminated

The Abbeville correction eliminates a problem of sub-standard assignment spacing affecting uhf Ch. 38 at Lafayette, La.

The Commission last week further proposed to substitute uhf Ch. 65 for Ch. 29 at Newton, Iowa, and to substitute Ch. 69 for Ch. 39 at Bogalusa, La., to correct allocation errors.

WOAY Oak Hill, W. Va., petitioned the Commission last week to allocate vhf Ch. 4 to Fayetteville, Va., the 1950 population of which was 1,952. However, the petition noted there are seven nearby towns with populations of more than 2,000 persons. Fayetteville is 19.7 miles from Beckley, W. Va., nearest city listed in the Commission's allocation table, and the proposed Ch. 4 allocation would not affect any other assignment, the station said.

Meanwhile, the U. S. Court of Appeals at Philadelphia on Monday, at the request of WWSW Pittsburgh, dismissed the station's appeal of the Sixth Report and Order in which the Commission declined to allocate vhf Ch. 4 to Pittsburgh [B•T, Jan. 5]. Since FCC has since allocated Ch. 4 to nearby Irwin, Pa., WWSW felt withdrawal of the appeal would expedite new TV service to the Pittsburgh area.

Concerning its uhf Ch. 27 grant, WKOW Madison hopes to commence operation by mid-summer using RCA equipment. Headley-Reed Co., representing WKOW, also will handle WKOW-TV.

Rep. Hoffman's WHFC Chicago, uhf Ch. 26 grantee, has no commencement date estimate at this time.

No commencement date has been estimated for Mrs. Greer's WKJF-TV Pittsburgh, granted uhf Ch. 53, according to her son-in-law, Dyke Racey of WAJR Morgantown, W. Va., another Greer station. RCA equipment has been specified, he said, with delivery of a 1 kw transmitter promised in March. GE antenna will be used.

D. P. Carey, president of Hutchinson TV Inc., vhf Ch. 12 grantee at Hutchinson, Kan., reports plans to begin operation in about six months. No equipment has been acquired.

Lester L. Cox, president of the vhf Ch. 3 grantee at Springfield, Mo., Springfield Television, plans to have the new station on the air in six months. RCA equipment, ordered a year ago, was committed for delivery in 30 days, he said. Mr. Cox was required by the Commission, as a condition of the grant, to give up his small holding in KWTO there, headed by his father, Lester E. Cox, who also is identified in ownership of KCMO Kansas City.

The TV application was amended a week ago and the younger Mr. Cox took his father's stock in Springfield Television. The amendment, in effect, dissolved the TV "marriage" of KGBX and KWTO.

William G. Matta, head of WLOA Braddock, Pa., and of Matta Enterprises, uhf Ch. 52 grantee at Atlantic City, plans commencement as soon as RCA equipment can be obtained and installed.

Dave Morris, general manager of KNUZ Houston, uhf Ch. 39 grantee, reported he is negotiating with all manufacturers in order to get on the air as quickly as possible. Target date of two months is desired, he indicated. National representative will be Forjoe & Co.

KEYT (TV) Santa Barbara, Calif., mid-November vhf Ch. 3 grantee, announced last week it has retained Pereira & Luckman, architectural firm which designed the $30 million CBS Television Center in Hollywood, to plan and supervise construction. KEYT estimates on-the-air date in May.

Colin M. Selph, KEYT president, said the studios and offices will be located on Mesa Hill, 420 ft. above the center of the city, while the transmitter site will be atop 4,100-ft. TV Peak in the Santa Ynez mountain range.

Clark Hogan, manager of WOSH-TV Oshkosh, Wis., granted uhf Ch. 48 in late November, reported that if the station's transmitter arrives on its promised date, the station will be on the air by April 15.

WTVI (TV) Belleville, Ill., adjacent to St. Louis and granted uhf Ch. 54 in mid-November, has opened sales offices in Boatmen's Bank Bldg., St. Louis. Belleville executive offices are to be completed in March and May 1 is commencement target date. Federal equipment will be used.

EMPIRE STATE
Tower Problems Discussed

PROBLEMS of installing the Empire State Bldg.'s "Communal Television Transmitting System," as handled by Local 3, IBEW, are discussed in the Jan. 2 issue of the *AFL News-Reporter*.

Among aspects pointed up in the article are the tower's de-icing system and its faculty as a "king size" lightning rod.

The de-icing or sleet-melting system requires 76 kw power for 200 individual heater units. System is automatically controlled by a humidistat — thermostat device which turns on power when ice formation conditions exist. The IBEW said that the lightning rod assembly already is pitted and fused at 100 or more spots where lightning bolts have struck.

INAUGURAL BALL
Networks to Pool TV Pickup

POOLED TV pickup of the Inaugural Ball Jan. 20 was agreed to by top network executives at a meeting with Inaugural Committee Chairman Joseph C. McGarraghy last week.

Although it was agreed ball activities would not be sponsored, it was understood no objections were interposed to institutional commercials preceding and following the TV pickup.

Plan is to pick up the ball at 11 p.m. for one hour, with 30 minutes from the National Guard Armory and 30 minutes from the Georgetown U. gymnasium. The ball is being held in two sections. Which of the local TV stations will do the pickup had not been settled at week's end.

Meeting with Mr. McGarraghy were ABC's Robert H. Hinckley, CBS' Earl H. Gammons, DuMont's Walter Compton and NBC's Frank M. Russell.

WOR-TV TO 88 KW
WPIX (TV) Boost Impending

WOR-TV New York reported last Wednesday it would boost effective radiated power from 22 to 88 kw "immediately" under FCC authority, and expected necessary equipment later this year to permit a further raise to 316 kw ERP, also authorized by FCC. The station, on Ch. 9, said the immediate increase to 88 kw made it "the most powerful station in the country."

WPIX (TV) New York, which was authorized to increase ERP from its present 21.7 to 100 kw, said meanwhile it would make the change as soon as equipment on order from RCA is delivered, and thereby would attain maximum power allowable to it under FCC regulations. WPIX, on Ch. 11, said its coverage area at 100 kw ERP would be 9,400 square miles.

'TODAY' CLIENTS
NBC-TV Adds Nine More

SIGNING of nine new sponsors of segments of NBC's early-morning *Today* television program as announced last week as the Monday-through-Friday show (7-9 a.m. EST and CST) approached its first anniversary (Wed., Jan. 14).

Network officials said the new clients bought a total of 176 five-minute segments of *Today*, the individual purchases ranging from five segments for one advertiser to 65 for another. These nine advertiser are in addition to the 44 who used the show in 1952, spokesmen reported.

The nine are as follows (agencies shown in parentheses):

International Cellucotton Products Co. for Kleenex tissues (Foote, Cone & Belding); General Motors (Kudner Agency); C. H. Masland & Sons (Anderson & Cairns); Willys-Overland Motors (Canady, Ewell & Thurber); Buick Motors Div. (Kudner); Sterling Div. of International Silver Co. (Young & Rubicam); Bendix Home Appliances (Earle Ludgin & Co.); Anson Jewelry (Grey Adv.), and Glamorene Rug Cleaner (Ruthrauff & Ryan).

Cites Mail Response

Asserting that sponsors had realized "outstanding sales results" from the use of *Today*, network spokesmen cited 20,000 mail requests from 33 states in response to a one-time, one-minute offer of free copies of Kiplinger's *Changing Times*, and 13,587 requests for free copies of *Time* magazine within a week after *Time* offered them on a five-minute segment.

Plans for spring, spokesmen said, include another "St. Valentine's Day Campaign," similar to last year's in which Pepperell Mfg. Co. recieved more than 2,400 responses to a one-minute offer of a booklet on sheets and blankets.

NBC spokesmen previously had revealed plans to expand *Today* to a coast-to-coast show (see earlier story, page 73).

Tower Light Test

TESTING of daytime air navigation warning light for the proposed 1,747-ft. tower of WFAA-TV Dallas is continuing through the remainder of this month, the station's chief engineer, William C. Ellis, reported last week following submission of request to FCC for 30-day extension of special authority. The high intensity light may solve the daytime marking problem for high television towers [B•T, Dec. 15, 1952]. It is mounted for the test on the south tower of the antenna array of WFAA and WBAP Fort Worth. Government officials and others from Washington are expected to inspect the light later this month, it was indicated.

SAG STRIKE

Talks to Resume Today

SIX-WEEKS-OLD strike by the Screen Actors Guild against producers of filmed TV commercials took a bright turn last week with the announcement that SAG and the Film Producers Assn. of New York will renew negotiation sessions today (Monday).

In a joint statement released Wednesday, SAG and the New York producers declared:

"The Film Producers Assn. of New York and the Screen Actors Guild will resume collective bargaining negotiations at New York next Monday, Jan. 12.

"The Guild and the New York producers association will engage in continuous, open-minded bargaining on all points in dispute in the hope of reaching agreement on a collective bargaining contract covering actors and announcers in television filmed commercials."

In a separate announcement, SAG said that John Dales Jr., national executive secretary of the union, had cautioned all members that the strike will continue until the dispute is settled.

Chances for a settlement were termed "extremely hopeful" by Peter Mooney of Audio Productions, president of FPA. He told BROADCASTING • TELECASTING on Wednesday that each side would have "to give a little and take a little." Although he emphasized there were "many problems" to be resolved.

"We are entering into these negotiations with an open mind," Mr. Mooney said, "and we hold no animosity against the Guild. It's going to take a lot of hard work, but I am extremely hopeful of a settlement."

The nation-wide tieup began Dec. 1 after protracted negotiations between SAG and FPA had broken down, principally over failure to effect an agreement on extra payment to actors for TV commercials that are re-issued [B•T, Dec. 8, 1952].

A settlement between the union and New York producers would presage an end to the strike, it is reported, because 70% of filmed TV commercials are made in New York and a formula achieved there would mould the pattern elsewhere.

SAG's position on the main issue in dispute was that an actor should be repaid his original fee ($70) every time the filmed commercial is re-issued on a network basis (defined as more than one station) and every four weeks when the film is used as a "wild spot"—one used on a network station break or in single locality.

The producers' counter-offer included the use of a commercial on a network (defined as more than 30 stations) for the original payment and a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use.

film report

Sales . . .

Contracts involving $1,521,000 were signed by **Reub Kaufman**, president of **Guild Films Inc.**, **Don Fedderson**, executive vice president and general manager of **KLAC-TV** Hollywood, and **Liberace**, pianist-star of his own weekly half-hour KLAC-TV program. Under the agreement 177 half-hour programs, starring **Liberace**, will be filmed and distributed nationally by Guild in 1953. Half of the financing, or $750,000, will be borne by the distribution firm. A producer-director is yet to be appointed, but **George Liberace** will continue as musical director for his brother. Each program is budgeted at $13,000, which covers all talent fees. Negotiations are in progress for distribution arrangements on other KLAC-TV programs.

* * *

Block of 119 feature films has been jointly acquired by **KTTV (TV)** and **KLAC-TV** Hollywood from **Hollywood Television Service**, subsidiary of **Republic Pictures**. Produced after 1946, for the most part, the films will be telecast jointly by the two stations "because the block of films involved was too large for one station to absorb." The purchase was negotiated by **Richard A. Moore and Donald Fedderson**, general managers of KTTV (TV) and KLAC-TV, respectively, and **Earl R. Collins** and **Morton Scott**, president and vice president respectively, of Hollywood Television Service.

* * *

Paramount Television Productions Inc. puppet-adventure program, *Time for Beany*, has been sold to the following stations:

WCBS-TV New York, 26 weeks, telecast at 8:15 a.m., Monday through Friday; **KHQ-TV** Spokane, Wash., 13 weeks, also five times weekly; **WGN-TV** *Chicago* (renewal), 13 weeks; **WEWS (TV)** Cleveland, 13 weeks, and **WHBF-TV** Rock Island, Ill., 13 weeks.

Paramount's *Wrestling From Hollywood* has been sold to the following advertisers and stations:

National Brewing Co., 52 weeks, on **WSLS-TV** Roanoke, Va.; **Falstaff Beer**, 52 weeks, on **KTBC-TV** Austin, Tex.; **KROD-TV** El Paso, Tex., 26 weeks, program to be carried participating; **WFAA-TV** Dallas (renewal), 13 weeks; **WCAU-TV** Philadelphia (renewal), 13 weeks, and **WWJ-TV** Detroit (renewal), 13 weeks.

* * *

An agreement has been reached between **Consolidated Television Sales**, New York, and **WABD (TV)** New York granting the station exclusive New York third and fourth-run rights to *Front Page Detective*, film series featuring Edmund Lowe. WABD carried the series of 39 half-hour programs on its first run in New York, sponsored by the Wine Growers Guild, and also the second run, sponsored by Rayco seat covers. The contract for third and fourth-run rights covers period from Feb. 1, 1953, through April 1955.

* * *

Los Angeles Brewing Co., Los Angeles (Eastside Beer), started weekly half-hour *Foreign Intrigue* on **KNBH (TV)** Hollywood, for 52 weeks from Jan. 8. The series, filmed in Europe, stars **Jerome Thor**. The agency is **Warwick & Legler Inc.**, Los Angeles.

* * *

Globe Bottling Co., Los Angeles (Wilshire Club Beverages), starts weekly half-hour filmed *Gene Autry Show*, on **KNXT (TV)** Hollywood, for 26 weeks from Jan. 16. A CBS-TV film package, the series is produced by **Flying A Productions**, Hollywood. Agency is **Factor-Breyer Inc.**, Los Angeles.

* * *

Owl Drug Stores, Los Angeles, starts a Monday through Friday half-hour program, *Owl Startime with Gene Norman*, on **KHJ-TV** Hollywood, for 52 weeks from today (Jan. 12). The show features disc m.c. **Gene Norman** with three-and-a-half filmed musical shorts from **Snader Telescription Library**. Agency is **Milton Weinberg Adv. Co.**, Los Angeles.

* * *

Louis Milani Foods Inc., Los Angeles, started weekly half-hour filmed program, *Milani Theatre of Family Favorites*, on **KRON-TV** San Francisco, for 13 weeks from January 4. The series, produced by **Gil Ralston**, is distributed by **Reynolds Productions**, Beverly Hills. Agency is **Leonard Shane Agency**, Los Angeles.

* * *

Langendorf United Bakeries Inc., San Francisco, starts weekly half-hour filmed program, *The Range Rider*, on **KNXT (TV)** Hollywood, for 52 weeks from Jan. 27. A CBS-TV film package, the series is produced by **Flying A Productions**, Hollywood, and stars **Jack Mahoney**. Agency is **Biow Inc.**, San Francisco.

Availabilities . . .

Charles Michelson Inc., New York, will enter the television field with an open-end spot announcement library service for TV stations. The firm, one of the pioneer radio transcription producers, announces that marketing will begin Feb. 1. Among the one-minute TV spots

(Continued on page 75)

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 – An average of 2.4 radios per TV home.

2 – 61 radios purchased *after* the homes had television.

3 – Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR SYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

CBS-TV WORKSHOP

Planned for Ministers

PLANS for an all-day TV workshop to show ministers and lay associates from the North and Middle Atlantic states how they can make maximum use of television facilities were announced last week by CBS-TV.

Sig Mickelson, CBS-TV director of news and public affairs, said the clinic—part of a week-long communications workshop being conducted under the auspices of the Broadcasting & Film Commission of the National Council of Churches of Christ in America, and one of a series scheduled under the commission's sponsorship [B•T, Dec. 29, 1952]—will demonstrate and explain what is involved in putting a show on the air. It will be held Jan. 29 in CBS-TV's Grand Central studios in New York.

The production of CBS-TV's *Lamp Unto My Feet* program will be shown and analyzed.

Agenda for the clinic, which is being arranged and coordinated by staff producer Bill Workman of the network's public affairs department, includes a welcome and introduction by Mr. Mickelson and speeches and question-answering by the following:

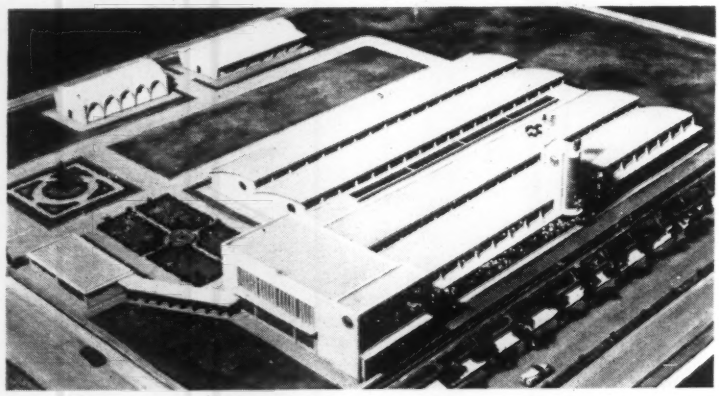
Isabel Redman, producer of "Lamp Unto My Feet"; R. G. Thompson, director of technical operations; E. Carlton Winckler, director of production; James Connors, director, TV production control; Michael J. Foster, director of press information; James C. Shattuck, director of TV editing; Paul Wittlig, director of new effects development; Richard Hopkins, manager of scenic design and construction; Anthony Boschetti, manager of procurement, wardrobe and makeup; H. Grant Theis, manager of film service operations; Gilbert DeStefano, manager of stage lighting; and Judd Whiting, director of "Lamp Unto My Feet."

Hollywood Ad Club

DISCUSSION of "Southern California Radio During 1953" will be led by Norman Nelson, managing director of Southern California Broadcasters Assn., at a Feb. 2 luncheon meeting of Hollywood Ad Club, that city. Robert J. McAndrews, commercial manager of KBIG Avalon and past president of the club, will be chairman.

RCA TO BUILD IN SPAIN

Folsom Announces Plans for $500,000 Plant



FACTORY RCA proposes to build near Madrid and part of surrounding grounds are shown in model.

* * *

PLANS to build a new factory in Spain to produce TV home receivers, phonograph records and record players were announced last Tuesday at a news conference by Frank M. Folsom, president of RCA.

The proposed plant, Mr. Folsom said, will be erected on a 322,000-square-foot site overlooking Madrid, on the main highway to Barajas Airport and the city of Barcelona. He added that it will be completed this year at a $500,000 estimated cost.

Arrangements were made in cooperation with Gabriel Soria, president and managing director of Industria Electronica S.A., associate RCA company in Spain. Mr. Soria, who attended the news conference in New York, said Spain does not have television at the present time but noted that preparations are underway to introduce it some time in 1954.

In describing the venture, Mr. Folsom said the factory initially would concentrate on making 45-rpm records and record players. It would expand into TV, he continued, when Spanish developments in the field progressed.

Mr. Folsom said RCA in this enterprise has entered into a partnership with local business leaders. Besides Mr. Folsom and Mr. Soria, other directors of the new company are Antonio Soria, who has handled RCA product distribution in Spain for the past seven years, and Meade Brunet, a vice president of RCA and managing director of the RCA International Div. Chairman of the Board of Industria Electronica is Demetrio Carceller, formerly Spain's minister of Industry and Commerce.

Commenting on the new company's plans, Mr. Folsom declared: "This is a significant enterprise, because Spain opens great cultural as well as economic resources to us. We have discussed our plans with Gen. Franco, and we are gratified by his interest in this project, which will help the Spanish worker as well as the Spanish artist."

Mr. Soria, who has been studying American production methods at RCA plants in the U. S. and Canada, said the factory will "embody all of the latest techniques possible for good working conditions and efficient production." He said some Spanish workers would be sent to the U. S. for training in RCA factories.

LBS SUIT

Date May Be Moved Up

LIBERTY Broadcasting System's $12 million anti-trust suit in Chicago against major league baseball clubs is expected to be moved up to May. Attorneys for both sides asked last week to postpone the court date from Jan. 19. Neither side was ready to present evidence or begin the formal hearing in Chicago Federal District Court on the date assigned.

Attorneys for Liberty and the ball clubs still have several depositions or formalized pre-court testimony to take before trial proceedings can begin.

LOBBYIST REPORT

NARTB Executives Listed

HIERARCHY of NARTB reported as lobbyists in third quarter 1952 report to Congress, among other radio-TV names listed in the *Congressional Record* last week.

Reporting for NARTB were Harold E. Fellows, president; Justin Miller, chairman and general counsel; Thad H. Brown, TV Department manager; Vincent T. Wasilewski and Abiah A. Church, attorneys, and Ralph W. Hardy, government relations director. Mr. Hardy reported he received $4,375.02 for the third quarter of 1952 and spent $660.59 for the nine months of last year.

Among others of interest to the broadcasting industry reporting under the lobby registration law were:

Arnold, Fortas & Porter, for ABC Inc., received $5,000 for quarter, spent $439.81 for nine months of 1952.

Jack Bryson, Motion Picture Assn. of America, received $6,280.79, spent $4,345.90.

Clear Channel Broadcast Service spent $1,244.96. Also Ward L. Quaal received $3,750, spent $1,103.96.

Earl H. Gammons, CBS vice president, spent $349.50.

General Electric Co. spent $51,644.37.

John M. Littlepage for American Tobacco Co. [receipts and expenditures not listed].

Glen McDaniel, former president, Radio-Television Mfrs. Assn. [receipts and expenditures not listed].

Francis M. Russell, NBC vice president, spent $621.55. Also George Y. Wheeler, NBC, spent $83.50.

Henry B. Weaver, Henry H. Glassie and Thomas M. Cooley II for Philco Corp. [receipts and expenditures not listed].

Edward K. Wheeler, for Shore Line Oil Co., spent $19.88. Also Wheeler & Wheeler, for Contract Carrier Conference, received $1,500, spent $25.70.

AD COUNCIL POSTS

Nunn, Eller Reappointed

ADVERTISING COUNCIL has reappointed Wesley I. Nunn, advertising manager of the Standard Oil Co. (Indiana), Chicago, and Russell Z. Eller, advertising manager of Sunkist Growers Inc., Los Angeles, as volunteer coordinators of public service advertising campaigns conducted by the council.

In making the announcement last week, Howard J. Morgens, council chairman and vice president in charge of advertising for Procter & Gamble Co., Cincinnati, noted Mr. Nunn has served in that capacity since 1946 and Mr. Eller since 1942.

Young Composers

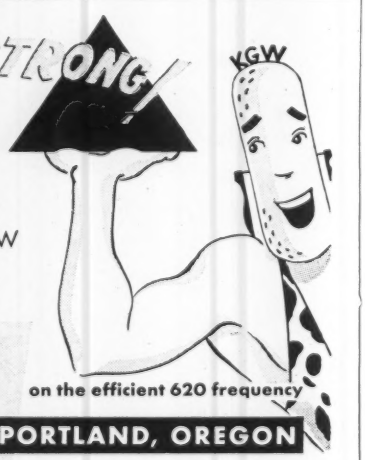
TWELVE winners were announced last week in the 1952 competition for Young Composers Radio Awards. Prizes from $100 to $1,600 were given to secondary, college and graduate students for winning manuscripts. Carl Haverlin, president of BMI and national chairman of YCRA, also announced that the 1953 competition began Jan. 1.

Still Going STRONG!

A coffee account, using KGW, increased sales in this area 42 per cent.

For Sales Results Use KGW

Economical and efficient medium for covering the mass market.



KEX

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

MERRILL POSER

Commissioner's Status Moot

LEGAL complications surround FCC Comr. Eugene H. Merrill, recess appointee, as he contemplates his governmental future.

According to White House sources Comr. Merrill can serve until the first (1953) session of the 83d Congress concludes. Unless, that is, another Presidential nominee is sent to the Senate by President Truman (whose term ends at noon, Jan. 20) or President-elect Eisenhower.

Comr. Merrill was nominated last Oct. 6 after Congress had adjourned, to fill the unexpired term of ex-Comr. Robert F. Jones, who resigned in the late summer to enter law practice. This term runs until June 1954.

If no nomination is sent to the Senate by President Truman or his successor, Comr. Merrill is qualified to serve until the end of the first session of the 83d Congress, presumably late in 1953. If he is to be paid all that time, however, his name must be sent to the Senate within 40 days after Jan. 3, when the new Congress convened.

Should the new Administration withdraw a Merrill nomination and send up a new name for the FCC post, Comr. Merrill's term would end at the time a new nominee (if confirmed by the Senate) took the oath of office. If the Senate failed to act on a new nomination, Comr. Merrill would remain in office though his pay status would be in issue.

As a practical matter, the White House does not send up any nominations before the President's State of the Union message has been read to Congress a few days after it convenes.

Should Comr. Merrill continue in office under his recess appointment, the exact date at which his term ends in 1953 would become a controversial question should Congress quit via the recess routine instead of adjourning *sine die*.

TV APPLICATIONS

Passed Over by FCC

THE following mutually exclusive applications for new television broadcast stations have been passed over by FCC in order to expedite the processing of uncontested TV applications:

GROUP A

Ohio Valley Bcstg. Corp., Clarksburg, W. Va., Ch. 12.

Clarksburg Bcstg. Corp., Clarksburg, W. Va., Ch. 12.

The Curators of the University of Columbia, Mo., Columbia, Mo., Ch. 8.

KMMO Inc., Columbia, Mo., Ch. 8.

Rudman-Hayutin Television Co., Billings, Mont., Ch. 2.

Billings Television Co., Billings, Mont., Ch. 2.

Montana Network, Billings, Mont., Ch. 2.

Albany Bcstg. Co., Albany, Ga., Ch. 10.

Southeastern Bcstg. System, Albany, Ga., Ch. 10.

Herald Publishing Co., Albany, Ga., Ch. 10.

EXAMINING newly-installed UP Telephoto Service at WOW-TV Omaha are (l to r) Bill McBride, newscaster; Ray Clark, news and special events director; Lyle DeMoss, assistant general manager, and Jack Harenberg, Central Div. chief engineer for UP Newspictures.

MAJOR TV SHOWS

Simon Sees 75% on Film

ABOUT 75% of all major TV shows will have switched to film by the end of 1953, Al Simon, head of Al Simon Productions, predicted at a Hollywood Ad Club luncheon meeting in the Hollywood Athletic Club last Monday.

Speaking as a member of a motion picture-television panel discussion, he emphasized that programs can be produced better and cheaper on film than on a live basis.

He further predicted that with many technical personnel shifting from motion pictures to video, Hollywood will become even more important as a TV production center.

Carl Leserman, executive vice president of International Telemeter Corp., and a panel member, foresaw adoption of some form of subscription TV in two to three years. His firm plans to introduce subscription TV experimentally to the Palm Springs, Calif., area by early March.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood, moderated the luncheon meeting.

Sherrill Corwin, head of Metropolitan Theatres Corp., California chain, said he would "hate to think" what would happen to movie theatres "if subscription TV comes to pass," but added that once the FCC grants theatre TV a channel of its own "theatre TV cannot be stopped."

John A. Vizzard, executive of the Assn. of Motion Picture Producers, asserted that TV will not put motion pictures out of business.

Direct Mail Ads

DOLLAR volume of direct mail advertising during the first 11 months of 1952 reached a total of $1,070,741,139, a gain of 9½% over the total for the same period of 1951, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. He put the November 1952 total at $101,134,574, about 4% above the figure for the same month in 1951.

Chicago Fightcasts

INTERNATIONAL Boxing Club has arrived at a happy medium in Chicago and will inaugurate a new television plan Jan. 28. The club has arranged to schedule two six-round events and one 10-round main event bout at the Chicago Stadium. Only the six-rounders will be telecast so that the major attraction will continue to keep box office figures high. Performers in each of the six-round matches will receive $1,000 for their fighting, along with the publicity attendant to television.

'TODAY' EXPANSION

NBC-TV Works on Details

NBC authorities are working on plans to extend the network's two-hour early-morning *Today* television program from coast-to-coast, spokesmen reported last week. Show observes its first anniversary this month.

Answering speculation that the program might be abandoned, they also said it definitely is scheduled to continue through the year. A method being considered for getting it to the West Coast, it was said, is the tape recording technique developed and demonstrated by Bing Crosby Enterprises. *Today*, which started Jan. 14, 1952, and features Dave Garroway, currently is carried in 40 cities throughout the East and Midwest and as far west as Omaha. It is broadcast Monday-Friday, 7-9 a.m. EST and CST.

WNHC-TV Changeover

WNHC-TV New Haven hopes to make its changeover from Ch. 6 to Ch. 8 and boost visual power output from 18 to 316 kw, already authorized by FCC, by about mid-July, the station said last week. Aldo De Dominicus, general manager and secretary-treasurer, announced receipt of FCC authorization and reported plans for the change.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae

Expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:
Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

OFFICE:
Washington, D. C.
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

Strictly Business

(Continued from page 20)

the stake of each, he went South. They planned to camp by tent until they found a radio station that considered them as good as they considered themselves.

They tried a station at Tulsa but they failed to impress. A second try (at KOME Tulsa), and they were put to work writing shows, selling them, running elevators, sweeping floors and announcing Tulsa football games. Salary was $22 a week.

His radio career was interrupted by the war and service in the army as a private. In 1943 he married his college sweetheart, the former Marcille Nickell. Shipped overseas soon after, he saw action with the Thunderbirds (45th Infantry Div.) at Anzio and in France. He was wounded and captured by the Germans in January 1945, spending the duration in a prison camp north of Munich. He lost his right leg during the war. When he left the army he was a major.

To Mr. Barnes the advertising formula is radio and television as a combination. But he maintains that TV will never replace sister radio.

"Film is TV's salvation," he says, adding that live video will become more popular for daytime programming.

The Barnes' home is in Los Angeles' Parklabrea district where his wife doubles as housewife and TV actress. He still pursues his interest in sports, baseball, football and golf in which he shoots in the 90s. A more relaxing pastime is contract bridge.

He is a Mason, a Shriner, and a member of the Greater Los Angeles Press Club, Hollywood Ad Club and the Los Angeles Athletic Club.

EXCLUSIVE contract has been signed between WNAC-TV Boston and Walter Brown, president of Boston Garden, to telecasting rights for WNAC for all Boston Celtics basketball events held in Boston Garden or Boston Arena in the current season.

allied arts

H. SCOTT KILLGORE appointed director of government sales of Emerson Radio & Phonograph Co., N. Y.

JACK LEEWOOD, publicity department, Allied Artists Corp., Hollywood, to Cagney Productions, Burbank, as publicity coordinator on new feature film, "A Lion in the Streets."

HAROLD J. McCORMICK appointed New York district sales manager for General Electric Co.'s receiver department.

JAMES STACEY, account executive with Audio Video Recording Co., N. Y., to Fred Waring Enterprises Inc., that city, to supervise recordings and transcriptions.

ROGER F. LONG appointed sales manager for General Electric Co.'s equipment tube sales in central region with headquarters in Chicago.

GEORGE S. KARIOTIS appointed sales manager, Southern California branch office of Sprague Electric Co., Culver City, Calif.

JOHN R. SHEARER, senior technician, WDTV (TV) Pittsburgh, to Transmitter Div., Allen B. Dumont Labs., as sales engineer.

LARRY CALDWELL, WGIL Galesburg, to WKEI Kewanee, Ill., on engineering staff.

STANDARD RATE & DATA SERVICE Inc., Evanston, Ill., announces publication of new monthly "Canadian Media Rates & Data," devoted to data on Canadian media.

SHELDON RUTTER, industrial design consultant, to Sparton Radio-Television Co., Jackson, Mich., to work on cabinet re-styling.

RADIO APPARATUS Corp., Indianapolis, has moved sales offices of Monitoradio (line of receivers and transmitters for mobile or stationary communications systems) to 1604 W. 92d St., Chicago.

HUDSON RADIO & TELEVISION Corp., N. Y., has published new 196-page catalog of electronic equipment as reference manual for industrial, laboratory, broadcast and other users of electronic equipment.

WILLIAM A. WHEELER, syndicated transcription program service department of WMGM New York, to Columbia Transcription's Los Angeles office to handle West Coast transcriptions and record sales.

JERRY ROSS, director of publicity, ABC Western Div., joins **Jack Tierney,** independent Hollywood publicist, as partner in **TIERNEY - ROSS AGENCY,** radio-TV public relations and program packaging firm. Headquarters are at 1104½ Aqua Vista, North Hollywood. Telephone is Sunset 3-2430.

BARBARA BEST, publicist, Stanley Kramer Co., Hollywood, to Rogers & Cowan, Beverly Hills publicity firm.

Equipment . . .

BERKELEY SCIENTIFIC Div., Beckman Instruments Inc., Richmond, Calif., announces production of laboratory monitor Model 1800, general purpose count rate meter with provision for visual and or aural indication. Instrument may be obtained with GM Tube and probe.

CALIFONE Corp., Hollywood, announces production of new Model 11AJ automatic portable equipped with Webster changer and "Sleepwatch" complete automatic shutoff of changer and amplifier.

ALLEN B. DuMONT LABS. Inc., Clifton, N. J., announces production of new movable table designated Type 2602, for mounting cathode-ray oscillographs in tilted position.

AMPEREX ELECTRONIC Corp., announces production of Type 6269, new high vacuum clipper diode and rectifier tube, 2 inches long and ¾ inches in diameter. Maximum peak voltage is 16 kv and peak current is 250 ma.

INDUCTION MOTORS Corp., Woodside, N. J., announces production of new 60-cycle, single-phase blower, designed for cooling transmitter tubes, cabinets, chassis, amplifier assemblies and variety of electronic controls.

Technical . . .

SID KAUFMAN, audio engineer, CBS-TV New York, elected recording secretary of Radio and TV Broadcast Engineers Union, Local 1212, IBEW.

WTVB POLICY

Single Rate Continued

WTVB-AM-FM Coldwater, Mich., last week announced continuance of its single rate card policy, despite its power increase. WTVB, which until recently operated with 1 kw daytime, now operates with 5 kw fulltime.

Basic hourly rate is $60, with the minute spot rate at $7.50. WTVB-AM-FM is sold also in combination with WSTR Sturgeon, Mich., on a single rate card basis. Both WSTR and WTVB are under the general managership of E. Harold Munn Jr.

EMSCO Derrick & Equipment Co., Houston, Tex., has changed its corporate name to Emsco Mfg. Co.

HOUSTON BAN

Protests Are Mounting

NARTB and the Radio-Television News Directors Assn., among other groups, were drawn into a controversy last week over Houston Mayor - broadcaster Roy Hofheinz' ban on radio-TV coverage of city council proceedings.

Formal complaint was filed with the two associations and also the Texas Assn. of Broadcasters and Sigma Delta Chi, professional journalism fraternity, by KNUZ Houston. The station, along with KPRC, had sought to tape-record the council's first meeting [AT DEADLINE, Jan. 5].

Last Monday the city council began to waver on its restrictions on broadcasts, tape-recordings and telecasts of council sessions.

Mr. Hofheinz advised KNUZ and KPRC the council would reconsider the ban at its next session Wednesday. The broadcaster-mayor said he still opposed tape-recording and televising of meetings where citizens speak before the council.

The Houston mayor asked the two stations to submit their views on what portions of sessions should be barred. KNUZ itself has held that there should be no restrictions save in instances where a citizen may request that his voice not be recorded.

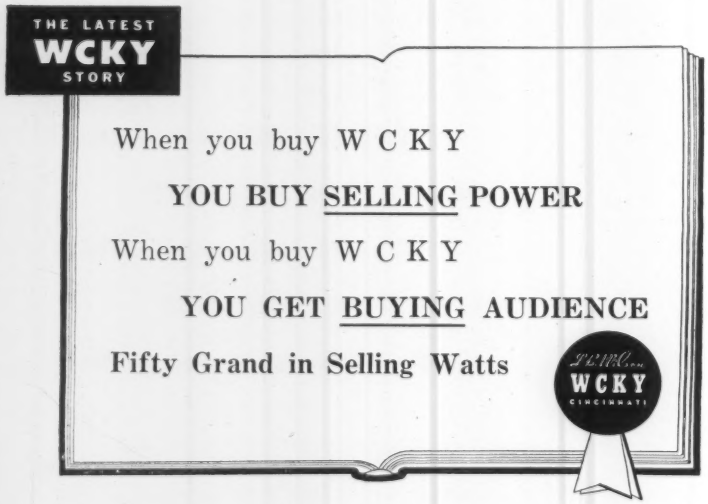
Ban Is Surprise

Mayor Hofheinz and the eight-man council, much to the surprise of radio newsmen, imposed the news blackout Jan. 2, about an hour after they were sworn into office for a two-year term. Observers noted that Mr. Hofheinz, owner of KTHT Houston, KSOX Harlingen and other properties, achieved prominence by smuggling KTHT microphones into secret committee sessions during the Republican National Convention last July.

In suggesting the ban after both KNUZ and KPRC had arranged to cover the first meeting, Mr. Hofheinz said he did not feel councilmen "should be forced to become performers, either commercial or sustaining." He added that even if such privileges were granted, they should be accorded all stations. He also felt that "crackpots" would tend to appear just because of radio.

KNUZ immediately protested the action and spotted it on local newscasts. News Editor Crawford polled listeners of *Dateline Houston*, reporting 90% backing the station's position. He felt that Houston citizens unable to attend council meetings were entitled to hear the highlights at a more convenient hour and discounted the "crackpot" theory. Mr. Crawford noted that KNUZ had broadcast portions of previous sessions.

Aside from protesting to NARTB, RTNDA, TAB and Sigma Delta Chi, the station urged listeners to state their position. Mr. Crawford also solicited the views of other Houston stations.



TV SEMINAR
Fellows, Bronk to Speak

YEAR'S dinner of the third annual National Television Seminar at Baltimore Feb. 27-28 will feature as key-note speakers NARTB President Harold E. Fellows and Johns Hopkins U. President Detlev W. Bronk.

The annual TV seminar, originated by WAAM (TV) Baltimore for college students of the East and Southeast who are considering TV careers, is arranged and sponsored by American U. (Washington, D. C.), Johns Hopkins U. (Baltimore), U. of North Carolina, Temple U. (Philadelphia) and the U. S. Office of Education.

Attendance, which is limited to 110 collegians, is not restricted to students at the colleges repersented on the seminar's steering committee, according to officials, who said registration "will be noted in the order received."

Also scheduled for the two-day meeting at WAAM and Johns Hopkins U. are a career panel, "What Can I Do in Television?" a studio demonstration and a panel discussion, "Television Programing: Live vs Film." The 1953 seminar convenes at 2 p.m. Feb. 27 and adjourns at 4 p.m. Feb. 28.

LEES' TELECAST
Termed Big Success

TOP executives of James Lees & Sons Co., Bridgeport, Pa., last week praised the company's closed circuit theatre telecast of a national sales conference Dec. 8 as an "outstanding success." Telecast was carried in 18 motion picture houses in 17 cities [B•T, Dec. 15].

Based on study of reports from each city, Lees president James L. Eastwick commented:

"The Lees Carpet Tele-Session was exceptionally successful. It enabled the chief executives of our company to talk directly to thousands of our customers, stockholders and our sales organizations in every part of the country with efficiency and effectiveness. . . ."

Telecast was carried over the facilities of Theatre Network Television (TNT). Arrangements were made by a subdivision of TNT, Theatre Tele-Sessions, organized to present business meetings via closed circuit theatre television. This subdivision is headed by Victor M. Ratner, director.

UHF CONVERSIONS
Will Be Counted

WTVI (TV) Belleville, Ill., which plans to begin operation May 1 on Ch. 54, reported last week that it made arrangements with the Union Electric Co. of Missouri to keep an accurate count of uhf conversions in the same manner the firm has been keeping account of TV sets sales in St. Louis for the past six years.

Distributors will report movement of converters and converted receivers.

Film Report

(Continued from page 71)

available are announcements for banks, appliance dealers, used car dealers, breweries, laundries, bakeries, retail jewelers, women's wear stores, furniture dealers and introductions to special sales. There also will be weather reports. The service will be available to stations on an annual subscription basis and new releases will be furnished monthly to subscribing stations. The firm reports that the service will enable many local advertisers to order television spots and be charged only for time, as against the current practice of paying both production and time charges.

Production . . .

Arrow Productions Inc., Hollywood, has started production on six half-hour programs in the second group of *Ramar of the Jungle* TV films. Plans are underway for three of the already completed films to be edited into a feature length motion picture for theatrical distribution, under title of "African Adventure," according to executive producer **Leon Fromkess.** Same procedure will be followed for the new group of films to be released theatrically as "Adventure in India."

* * *

Sovereign Productions, Hollywood, is completing "Hired Mother" and "Ride the River," half-hour films in the new CBS-TV series for **General Electric.** Starred in the former are **MacDonald Carey, Laraine Day** and **Gigi Perreau** with **Tim Whelan** directing. The latter features **Broderick Crawford** and **Skippy Homeir** with **Sheldon Leonard** directing. **Gil Ralston** and **Arthur Ripley** are in charge of production.

* * *

Screen Gems Inc., Hollywood, is completing "The Old Man's Bride," half-hour film to be included in NBC-TV *Ford Theatre* series. **Victor Stoloff** is directing from a script by **Jerry Gruskin.**

Random Shots . . .

Association Films, New York, offering TV stations free safety films on investments, fire, highways, exercise, driving and traffic. Inquiries may be directed to the company's TV department, 347 Madison Ave., New York 17.

* * *

Consolidated Television Sales, TV film sales and distribution firm, has moved its Philadelphia office to 512 Jefferson Bldg., 1015 Chestnut St. New telephone number: Market 7-6339. **Mort Brandes** is the firm's representative in Philadelphia.

Film People . . .

Marshall Grant, film producer with Ruthrauff & Ryan Inc., New York, and formerly a producer with Universal-International Pictures, joins **Gross-Krasne Inc.**, Hollywood, as an executive producer. Firm films CBS-TV's *Big Town* and is shooting some experimental programs for CBS-TV's *Lux Video Theatre.*

* * *

Charles E. Denney Jr. has joined the staff of **Paramount Television Productions**, subsidiary of Paramount Pictures Corp., New York. Mr. Denney's first assignment will be a study of the social and economic aspects of local, as compared with national, television programming in the Los Angeles market under the supervision of Klaus Landsberg, general manager of KTLA (TV).

* * *

Michel Kraike, formerly with Edward Small Productions, Hollywood, has been signed by **Screen Gems Inc.**, that city, as a producer on NBC-TV *Ford Theatre* film series.

* * *

Joyce Cook, story department, Revue Productions, Culver City, to **Frank Wisbar Productions**, Hollywood, as story editor on NBC-TV *Fireside Theatre* film series.

* * *

Ralph M. Baruch, WABD (TV) New York account executive in spot sales, to New York office of **Consolidated Television Sales**, filmed television programming sales and distribution firm, as sales representative.

* * *

Michael Kraike, producer with Edward Small Productions, N. Y., to **Screen Gems**, New York as a producer on *Ford Theatre* series.

* * *

Rev. James K. Friedrich, president of **Cathedral Films**, Burbank, and advisor on audio-visual aids to Church Divinity School of the Pacific, is starting a cross-country tour of 19 cities with the company's new feature length film, "I Beheld His Glory." It is to be made available to churches and religious organizations and released for televising only between Good Friday and Easter. Budgeted at $100,000, the motion picture was shot in both black and white and color.

* * *

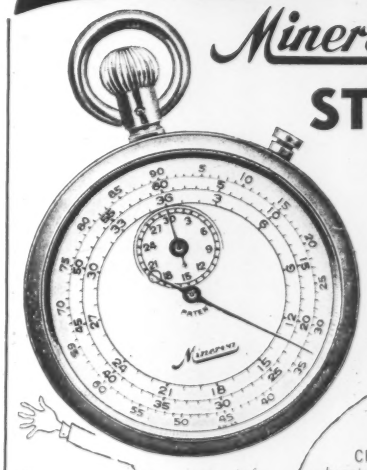
Stanley Meyer, producer on NBC-TV's *Dragnet* for Mark VII Ltd., Burbank, father of son, Michael Anthony, Dec. 31.

* * *

Stanley Frazen, supervising editor on CBS-TV's *George Burns and Gracie Allen Show* and NBC-TV's *I Married Joan*, father of girl, Marcy, Dec. 25.

top performance **guaranteed**

Minerva RADIO & TV
STOPWATCH



Filmmeter Model #106F

Special Professional Price
$18.20 net

(side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.
☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.
☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
☆ NON-MAGNETIC—7 JEWELS

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

M. DUCOMMUN CO.
Specialists in Timing Instruments
580 Fifth Avenue, New York 19 • PLaza 7-2540

LARGE window display in Providence's Union Station set up by WHIM in that city, was seen by an estimated 170,000 travelers during the month of December according to the station. Station constructed the display to feature products advertised on the air, and to present its story to passengers using the city's only railroad station. Officials of the Junior Chamber of Commerce revealed the high count upon completion of a traffic survey.

WPTF OFFERS AWARD

TO STIMULATE more support for the 1953 March of Dimes campaign in North Carolina, WPTF Raleigh is offering $100 to the North Carolina county which contributes most to the drive this year. All money collected will go back to the county from which it came. The $100 award will be used in the winning county's fight against polio.

THEATRE USES TV

FOUR-STAR Theatre, Los Angeles motion picture house, started a two-time half-hour program, *Academy Critics*, on KTTV (TV) Hollywood. During telecasts, Jan. 10 and Jan. 17, the theatre's current film, "The Star," was plugged by means of film clips, discussion and questions from panel selected from studio audience. Packaged by Watson-Rand Productions, the program, if successful, will be continued to stimulate theatre attendance. Agency is Emerald Agency, L. A.

NEWS SIMULCAST

FIRST news simulcast to originate in the San Antonio area will be launched this week by WOAI-AM-TV San Antonio. The 15-minute show will be seen and heard every evening at 10 p.m. with Frank Matthews as newscaster. Sponsors are Joske's of Texas, a department store, Lone Star Brewing Co. and Farm & Home Savings and Loan Assn.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

programs promotion premiums

WLEC BOOKMARK

BOOKMARKS are being used by WLEC Sandusky, Ohio, as a monthly promotion for the Ohio Bell Telephone Co., sponsor of *Ohio Story*. Distribution is made to the local Ohio Bell office, the public library and to all sponsors on WLEC with their monthly billings. Bookmarks list programs in the *Ohio Story* series, as well as news of other WLEC shows.

FASHION PREVIEW

PREVIEW of spring fashions of leading designers are being aired on WGH Norfolk, Va., from New York by Mildred Alexander, WGH women's director. Mrs. Alexander is spending two weeks in New York where she is originating her daily broadcasts. Among other special features, a round-table discussion of trends in women's apparel will be broadcast in which fashion designers will participate.

SHOW PROMOTES SELLING

DAYTON, Ohio, which claims leadership in the field of training and development of famous sales executives, went a step further during the past year with the use of WLWD (TV) facilities in that city. The Dayton Sales Executive Club, in cooperation with the station, presented a weekly show to build better public relations toward better selling. Sunday program, called *Selling America*, promoted better selling by showing the opportunities in selling as a profession. Show will continue throughout 1953.

'CALLING ALL CARS'

NEW car every week is no luxury for Tom Armstrong of WGAR Cleveland. Mr. Armstrong, who handles the station's *Calling All Cars* program on which he reviews a new car each week, finds Cleveland auto dealers happy to make a car available for him. WGAR relates that the program which serves as a sounding board for the Cleveland automobile market has stirred Akron dealers to start a similar show.

INAUGURATION TELECAST

GREATER Miami televiewers saw the entire ceremony of Gov. Dan McCarty's inauguration in Tallahassee, Fla., on Jan. 6 on WTVJ (TV) Miami. Ceremonies were filmed by the station's news department and shown the same day. Event was handled by Ralph Renick, news director, and Norman Werthman, cameraman.

TV QUIZ GAME

TV quiz game, *Shadow Stumpers*, which debuted in Baltimore, Md., three years ago, makes its Washington, D. C., premiere on WTOP-TV on a regular weekly basis. Disc Jockey Eddie Gallaher will preside over a panel comprising representatives of local clubs and organizations each Sunday at 3 p.m. Idea is for members to guess identity of objects from silhouette shadows, with valuable prizes awarded to home viewers. Brent Gunts produces *Stumpers*, which was a regular feature of the CBS-TV *Garry Moore Show* for 18 months. Program is being promoted as package with spots, ads and other material through Robert M. Gamble Jr. Advertising, local agency, and also will serve as public service vehicle for local organizations.

COMMUNITY SERVICE

FULL-page ad was run in the *Houston Post* on Dec. 31 by KPRC-TV Houston, outlining the station's services to its community in 1952. Listed in the ad were the religious, national, educational, community, agricultural and safety organizations which had used time on KPRC. Copy also stated that "more than 17 hours out of each 24 . . . more than 6,250 hours on the air during the year" were devoted to community service.

PAMPHLET PRECEDES DEBUT

HERALDING the debut of WKNB-TV Hartford this month is a pamphlet describing the central Connecticut and southwestern Massachusetts area the station will serve. Pamphlet claims the station will have a potential viewing population of some 2,368,342 persons in an area that has an effective buying income of $4,135,798,768.

HOME-CLASSROOM PROGRAM

WNYC-AM-FM New York and WNYE (FM), Board of Education station, last Monday carried what officials said was the first program broadcast simultaneously to pupils in classrooms and children and parents in their homes. Broadcast featured an address by New York's superintendent of schools, Dr. William Jansen, direct from the control room of the Civil Defense shelter area in his office in Brooklyn. Purpose of the broadcast, according to WNYC spokesman, was to "show the flexibility of communications from the superintendent's office during strikes, storms and other emergencies."

NAEB FOLK SERIES

NETWORK of National Assn. of Educational Broadcasters began a new radio series over 61 stations across the country on Jan. 4 featuring Lou Ford in *Folk Songs and Footnotes*. Show was heard last year by Boston audiences on WBUR-FM, Boston U. outlet where Mr. Ford was program director. Show highlights little-known and authentic folk music of foreign countries, along with a commentary on the origin of the folk music.

WCHN BIRTH NOTICE

NEW outlet in Norwich, N. Y., WCHN, sent out a "birth notice" to announce its debut. Card stated that "the new baby will speak its first words on Jan. 1, 1953," and urged the reader to listen in to the newest member of the Norwich family of industries.

CORONATION CONTEST

CORONATION Contest, which will send the finalist and her escort to London for that event, will get underway today at WKRC-TV Cincinnati. Contest will center around cartoons appearing on WKRC, and will last for 15 weeks. Each week, a semi-finalist will be chosen. Contest will be conducted on a new weekly show, *Coronation Coast*, panel quiz program involving travel, geography and the Coronation itself. A Coronation Ball will be held during the last week to determine the winner.

SURPRISE PACKAGE

SOME birthday cakes recently sent out by CKVL Verdun, to advertising agencies in Toronto and Montreal, contained a lucky disc, with note to return to the station for a prize. Advertising agency executives who sent the disc back when they found it in the cake, were astounded to receive a crate the size of a small chesterfield sofa, containing everything from beer to pills to clothing advertised on the station. Samples of everything advertised on the station, except motor cars, were included in the gift box received by agency executives.

LUNCHEON TV

NEW noontime program designed to interest youngsters home from school at lunch has been started on WPTZ (TV) Philadelphia. The show, *Lunch With Uncle Pete*, features Pete Boyle and old time silent comedy films. Mr. Boyle comments on the films which are backed by organ music. On the basis of a report from city schools that some 600,000 children are at home each noon hour from 11:30 a.m.-1:30 p.m., show has been scheduled by the station from 12:15-12:45 p.m.

SAAA MEETING

Broadcasting Hosts Named

HOST chairman for radio and television broadcasters at the annual convention of the Southwestern Assn. of Advertising Agencies Feb. 12-14 in Fort Worth [B•T, Dec. 22, 1952], will be Harold Hough, director of WBAP-TV that city.

Performing the same function for radio and television national representatives will be Joe Evans of Free & Peters' Fort Worth office, according to Rowland Broiles, president of Rowland Broiles Co. Adv. of Fort Worth and convention general chairman.

The media men will be guests of SAAA members at the Feb. 14 meeting and luncheon. Speaker at the luncheon will be Dean J. E. McCarthy of the U. of Notre Dame College of Commerce.

Other speakers at the three-day convention will include Frederic Gamble, president, American Assn. of Advertising Agencies; August Nelson, AAAA staff member; Frank Japha, executive secretary, National Advertising Agency Network, St. Louis, and Harley Howcott, media director, Fitzgerald Advertising Agency, New Orleans.

SAAA officers are: President, Paul Lago, president of Lago & Whitehead, Wichita, Kan.; vice president, Charles Crosson, president of Charles Crosson & Co., Houston.

SONG PLUGGER

Rebuffed by WDIA

BERT FERGUSON, co-owner and general manager, WDIA Memphis, last week rebuffed attempts of a song plugger to buy his way into the station's programming.

He answered a letter signed by a Mr. Joe Davis of New York, noting Mr. Davis sent a letter to WDIA's production director at his home address enclosing a check for $5 which "you say is the amount you propose to pay him per week in the beginning in order to have him see" that the records "you are promoting are played regularly on this station." The check was brought to his attention immediately, Mr. Ferguson said, adding:

". . . Words are hardly adequate to express my opinion of anyone who endeavors to promote records in such a manner and you may be sure that as long as you have anything to do with [that company's] records, none will ever be played on this station except under the pressure of such extreme popularity that it would be poor programming to omit them from our schedule. Your check is being returned herewith. . . ."

WEW St. Louis received an award Dec. 27 from St. Louis Jazz Club for station's "contribution to the furthering of traditional jazz." Station presents weekly jazz show, *New Orleans Heritage*.

APPOINTMENT of Rep.-elect Alvin M. Bentley (R-Mich.) (l) as vice president of WKNX-AM-TV Saginaw, Mich., was announced at dinner attended by station executives and civic leaders. Shown at head table with Mr. Bentley, who also becomes director of Lake Huron Broadcasting Corp., are William J. Edwards (c), vice president and general manager of WKNX-AM-TV, and Howard H. Wolfe, station manager and secretary-treasurer. Mr. Edwards also reported plans for March opening of WKNX-TV on uhf Ch. 57 and four-day TV Exposition in city's Civic Auditorium [B•T, Jan. 5].

ADVERTEST PLAN

To Incorporate Projects

NEW MARKET research plan designed to meet the needs of advertising agencies and manufacturers has been announced by Advertest Research, Brunswick, N. J. First study will be made in the New York area next March.

To be known as Advertest Combined Research, the plan will incorporate specific projects into one operation at reduced cost and be available to subscribers on a yearly subscription basis. Surveys will be based on personal interviews. Plan grew out of Advertest monthly studies of "The Television Audience of Today" and will be expanded to cover other market regions later this year.

RTES WORKSHOPS

Debate TV Methods' Merits

RELATIVE and competitive advantages of commercial telecasting versus theatre and subscription television will be debated Jan. 15 at the first of a series of evening workshop meetings to be held in NBC's Studio 6-B in New York, under the auspices of the Radio & Television Executives Society. Don McClure, RTES board member, is chairman of the workshops, which will start at 7:30 p.m.

At the opening session, Hugh M. Beville, NBC director of research, and George Nixon, NBC manager of engineering development, will speak for commercial TV. Nate Halpern, president, Theatre Network Television, will represent theatre television, and Paul Raibourn, vice president, Paramount Pictures Corp., will give the case for subscription TV.

On Feb. 12, the RTES workshop will deal with program rating services, with representatives of ARB, Hooper, Nielsen and Pulse as speakers. The March 12 session will take up radio and TV rate cutting, the April 16 meeting the problem of standardizing TV costs and production procedures, and the May 21 workshop a report on getting a uhf station started.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Extra-Week Nov. 9-15, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.5
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	10.2
5	Lux Radio Theatre (CBS)	9.9
6	People Are Funny (CBS)	8.6
7	You Bet Your Life (NBC)	8.1
8	Tarzan (CBS)	7.9
9	Philip Morris Playhouse On Broadway (CBS)	7.9
10	Gene Autry Show (CBS)	7.5

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ASCAP INCOME UP

New High Expected for '52

ASCAP will ring up a record-breaking income of more than $16 million for 1952, it has been estimated. All-time high fourth quarter revenue, expected to be well over $4 million and perhaps approach the $4.5 million mark, plays a big part in pushing ASCAP's 1952 income up some 14% over the $14 million in 1951.

Broadcasters have again contributed the largest share of the ASCAP revenue, with advance estimates crediting radio station managements with payments of $9 million to $10 million and TV station operators with about $4 million for the right to use ASCAP-licensed music on the air.

'ARMY HOUR'

Returns to Broadcast Scene

THE award-winning *Army Hour* of World War II days will be revived early next month and beamed to overseas troops through the facilities of the Armed Forces Radio Network, it has been revealed.

Through the cooperation of NBC, the Army Dept. will produce a weekly 30-minute tape-recorded program, to be distributed overseas to some 69 AFRN stations. Documentary-musical format of the World War II *Army Hour*, which won a Peabody award for its excellence, will be retained.

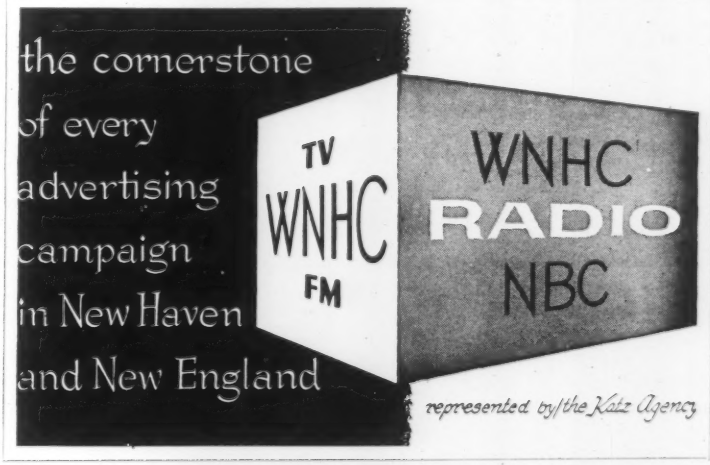
Series will be supervised by the Army Dept.'s Training Information & Education branch, under Maj. Gen. Floyd Parks, with that service supplying the funds. NBC will donate technical assistance and library clips. Plans for the series were outlined by Col. Edward Kirby, radio-TV branch chief, Dept. of Army.

While the programs will be tailored as an information service for servicemen, NBC is expected to air them in the continental U. S. as it did in World War II. The tapes will be released each Sunday, to be used locally that week, and series is tabbed to run "for the duration."

Returning for the revival are Eddie Dunham, NBC producer who handled the original show. He has been named consultant to Gen. Parks. Mr. Dunham has been handling production chores for the *Voice of Firestone*. Ed Herlihy will assume announcing duties.

Mystik Names JWT

MYSTIK Adhesive Products, Chicago, for its Mystik tapes, has named J. Walter Thompson, same city, to handle its advertising effective Jan. 1. The new agency, taking over from George Hartman, also Chicago, will continue TV spot schedules in some 25 markets and a feature film on WNBQ (TV) Chicago. New media schedules have not been set. JWT vice president Ted Weldon is account executive.



MOBILIZATION

Fowler Reports 'Job Ahead'

A PLAN for computing full mobilization needs, including "rock-bottom" civilian requirements, to meet any full-scale war eventuality has been outlined by Defense Mobilizer Henry H. Fowler to President Truman.

Data on resources that would be needed to support a maximum military production program in wartime is being compiled by mobilization agencies, Mr. Fowler reported. Agencies have been asked to break down non-military production into categories of defense-supporting and essential civilian uses.

Mr. Fowler gave his views and conclusions in an eighth quarterly report titled "The Job Ahead for Mobilization." It covers production, resources, manpower, wage-price controls, civil defense and other mobilization factors.

Among points made by the Defense Mobilizer were these:

● Authority in the Defense Production Act for priorities and allocation of materials should be continued beyond June 30 when these controls are due to expire.

● Current lags in defense electronics and other production "are no longer attributable in any large degree to bottlenecks in the flow of materials, components or machine tools."

● Of the various types of electronics-communications devices now in production, 95% are of new design since Korea, constituting a "technological revolution that is still in its early stages."

● "A development holding great promise for the future is the successful use . . . of transistors instead of vacuum tubes."

● Further relaxation of the Controlled Materials Plan for copper, aluminum and steel is anticipated in 1953.

● The Conelrad broadcast alert plan "is expected to be in full operation before the end of February." Despite this plan to deny navigational aid to the enemy, civil defense preparedness "is still far below the level of progress achieved in military and industrial mobilization."

● Acute shortages continue among highly skilled technical help in defense and essential civilian activities. Further study should be given to "the occupational requirements of the armed forces and essential civilian activities." Means are under study for expanding and conserving the labor force and improving use of manpower.

● Government power to limit stabilization pressures has been "seriously reduced" by abolition of control of installment credit. Suspension of ceilings on radio-TV receivers and other goods was described as among the "most important" curbs.

WDAF Card Format

NEW WDAF Kansas City, Mo., rate card No. 19, which goes into effect Feb. 1, reverses usual rate card format by listing first the station's lowest rates, Class C time, and listing last its highest rates, Class A time. Thus, according to V. A. Batton, station manager, the prospective advertiser is greeted with station's lowest instead of its highest rates. Credit for the new rate card format goes to H. Dean Fitzer, managing director of WDAF-AM-TV, Mr. Batton said.

U. of Ill. Event

NEW FEATURE of the sixth annual Festival of Contemporary Arts from Feb. 27 to April 12 at the U. of Illinois will be a TV program on contemporary arts which will be produced March 10 at the university studio and screened in an adjoining theatre, according to Dean Rexford Newcomb of the university's College of Fine and Applied Arts. TV equipment and production techniques also will be demonstrated.

ABC-CBC TV Pact

AGREEMENT between ABC and Canadian Broadcasting Corp. on importation of sponsored TV network shows was announced in Canada Dec. 31. Same arrangements were made with ABC as with NBC and CBS announced Dec. 29 [B•T, Jan. 5, 1953]. Unofficially this is understood to be 50% of new station time rates for CBC TV stations at Toronto and Montreal.

Another BMI "Pin Up" Hit
MY HEART BELONGS ONLY TO YOU
Published by Regent
On Records:
Betty McLauren .....(Derby)
June Christy .....(Capitol)
Jerry Gray .....(Decca)
BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SET OUTPUT

FRS Reports Gain in '52

OUTPUT of radio-TV receivers and other household appliances rose substantially late in 1952, the Board of Governors of the Federal Reserve System reported last week.

Surveying general business and financial conditions, the board noted substantial gains, "with television output continuing at unusually high levels in December." Christmas retail sales were reported by FRS as reaching record volume.

In radio output, highest unadjusted index averages in November were in the order named: Small radios, automobile sets, consoles and combinations, and AM-FM console combinations. In TV output, consoles, table and combination sets ranked in that order.

Meanwhile, the Board of Governors announced plans for a 12-city survey of consumer finances during January and February. Interviewers ask consumers their plans to purchase radio and television sets and other durable goods. Particular attention will be paid planned consumer purchases "because of the central position of these industries in the national economy," it was explained.

Cities of Baltimore, Chicago, Boston, Cleveland, New York, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco, St. Louis and Washington, D. C., and their suburban areas will be covered in the study.

TV & EATING

Meck Cites Firm's Survey

NEED for crescent-shaped dining tables fronting a television set and greater parental control over children's viewing habits was outlined in Chicago past fortnight by John S. Meck, president of Scott Radio Labs., from the results of a survey his firm conducted in suburban Wheaton.

Of 300 fifth-grade youngsters interviewed, 63% said their parents let them watch television while eating, and 49% said the entire family watched video during the evening meal.

Mr. Meck said this calls for more parental guidance in program selection, and that "hasty gulping of meals before the TV set is likely to deprive the next generation of one of the greatest pleasures of family life, sprightly dinner-time conversation."

Commenting on the fact that 7% of the youngsters said they had TV in their dining rooms, Mr. Meck said the "only reasonable alternative" to balancing plates on the knee or getting a crick in the neck is a crescent-shaped dining table which would place all diners in front of the video receiver.

JACK GREGSON, m.c. of *Live Like a Millionaire* on ABC, is now serving as host on daily transcribed *John Sebastian Show*, sponsored by Coca-Cola.

PRESS CRITICS

Hit Walker, Hennock Visits

NEWSPAPERS in two widely separated sections of the country have raised editorial hob with efforts by some FCC Commissioners to whip up enthusiasm for non-commercial educational TV.

The *Press Democrat* of Santa Rosa, Calif., editorialized that the FCC "has arrogated to itself the job of trying to stampede the taxpayers of California into signing a blank check for non-commercial educational television."

Referring to recent visits of FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock, the newspaper said that they had "crossed the continent to attempt to propagandize the stampede into major proportions."

Cost Factor Cited

The editorial pointed out that the "true cost picture has neither been determined nor hinted to the public" and that it was likely that if stations were established "programming would go far afield from basic education and become involved with 'do gooder' campaigns of wide scope."

"The Commissioners of the FCC," the newspaper said, "are not hired to attempt to rush Californians, or anyone else, into a venture where costs are unknown, and where nature of programs has not even been worked out, much less approved by the public."

The *Indianapolis Star* has advocated closer cooperation between educational institutions and commercial stations. Pointing out that Indiana U. had arranged with WTTV (TV) Bloomington to telecast an increased schedule of educational programming, the newspaper said:

"Hoosiers will cheer this decision . . . in conquering the problem of educational video. It will mean that an important feature of university training and presentation of educational broadcasts will be accomplished at lowest possible cost through utilizing WTTV's equipment.

Others Asked to Note

"Many another state university currently planning erection of TV stations at tremendous expense to the taxpayers, would do well to cancel their plans and adopt the wiser course chosen by I. U.

"This is assuming, of course, that other state universities are as fortunate as I. U. in having in their cities such progressive and cooperative men as Sarkes Tarzian, president of WTTV, who is to be commended for his generous concord in this endeavor."

ABC-TV's *Ellery Queen* program (Wed., 9-9:30 p.m. EST) received an award from *Parade* magazine for "public service in the national effort to combat crime." Presentation was made on program by *Parade* editor Jess Gorkin.

On All Accounts

(Continued from page 12)

President Roosevelt.

His handsome appearance and trained speaking voice brought him to Hollywood in 1942 under a one-year Warner Bros. movie contract. Following a film assignment in "Air Force" and other movies, he took a course in commercial aviation and received his pilot's license in late 1943.

New York City was his next port of call and Mr. Crago joined ABC as announcer. Assignments included such programs as the *Boston Symphony*, *Washington Story* and newscasts for *This Week Around the World*. He also covered the United Nations sessions at Hunter College for ABC.

A transfer to the network's Hollywood headquarters occurred in November 1947 and for the next few years his assignments varied in both radio and TV. At ABC he met newswriter Leonard Shane, who established an agency in 1950. Mr. Crago joined him two years later.

Billings Soar

Reluctant to boast about the young agency's annual billing, Mr. Crago said it is in seven figures, 65% of which goes to radio and TV. He looks to a substantial increase in those media during 1953.

Agency accounts include such advertisers as Retail Clerks' Union, Local 770 (AFL) which sponsors a weekly half hour public service program *770 on TV* on KTTV (TV) Hollywood with Mr. Crago as moderator. Other major accounts with a high budget percentage allotted to TV and radio are Louis Milani Foods Inc., Cock & Bull Beverages (ginger beer) and several local advertisers.

Mr. Crago believes that all media complement each other. It is his firm conviction that television will have a stimulating effect on the competition for the advertising dollar.

Emphasizing the importance of radio as a medium and cautioning that it must not be overlooked, he says TV is a challenge to every other medium in every major advertisers' budget.

"There is no more danger of TV driving radio out of business than there was 25 years ago when the cry went up that radio would sound the death knell of black and white. TV just opens one more avenue of information to the public."

He contends the smart advertisers will trust to the good judgment of their agencies in the selection of the right medium for the product to be promoted.

The Cragos—she is the former Mildred Beranek—were wed Jan. 25, 1936. With William Jr. and Mildred, aged 12 and 10 respectively, they make their home in suburban Sherman Oaks. Mr. Crago's hobbies are golf, flying and sailing.

FIGURING in Intermountain Network promotions are President Meyer (r) and Executive Vice President Paige. ➤

COMEDY PLAN

NBC-TV Marks Anniversary

FIRST anniversary of NBC-TV's Comedy Development Plan, a subdivision of the network's New Program Development Dept., was celebrated by a special quarter-hour program titled *A Chance to Show*, Sunday, Jan. 4 (5:30-45 p.m. EST). New Program Development Dept. is under the direction of Merritt (Pete) Barnum, with Bill Gargan Jr. heading the Comedy Development Plan.

Under auspices of the plan, new comedians and entertainers who are professionals but who have never appeared on television are given a chance to audition on alternating Thursday evenings before NBC-TV producers, directors and executives. The Comedy Development Plan offers an opportunity for a showcase with appropriate material.

Under Mr. Barnum's jurisdiction, the New Program Development Dept. is planning to develop new dramatic shows similarly.

EIGHTH Annual West Coast Exhibition of Advertising Art will be held by the Art Directors Club of Los Angeles, Feb. 25 through March 11. Medals and certificates of merit will be awarded in 12 classifications.

ΣΔX

THE SIGMA DELTA CHI AWARD IN JOURNALISM

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 9, 1953

SEND ENTRIES TO:

Victor E. Bluedorn, Ex. Dir.

Sigma Delta Chi

35 E. Wacker Dr., Chicago 1.

Additional details on request

INTERMOUNTAIN

New Promotions Announced

GEORGE C. HATCH has been advanced from president of Intermountain Network Inc. to chairman of the board of directors, it was announced after a meeting of the board Dec. 22 at the regional network's Salt Lake City headquarters.

Mr. Hatch

In other changes, all were effective Jan. 1, Intermountain Network's board elevated Lynn L. Meyer, vice president, to president, and named Jack Paige, vice president, as new executive vice president.

The board added Thomas Kearns Jr. as vice president and elected Arch L. Madsen, co-owner of KOVO Provo, Utah, and KEEP Twin Falls, Ida., as a new director.

Mr. Meyer, who has been associated with Intermountain Network more than 10 years, previously was in the broadcasting and advertising agency field at Minneapolis-St. Paul.

Mr. Paige, who joined the regional network in November 1949, previously had been associated with MBS in executive capacities.

Intermountain, which claims to be one of the largest regional networks in the country, covers 11 states in the intermountain West and serves 61 affiliates.

The network's sales for 1952 showed an increase of 18% over 1951 and Intermountain predicts its 1953 business outlook will continue upward. During the past year Intermountain opened a Denver sales office under supervision of Kenneth Palmer, former commercial manager of KVER Albuquerque. Majority of Intermountain affiliates also are affiliated with Mutual.

PRO FOOTBALL

Media Aids Ticket Sales

CASH SALES of 3,101 professional football season tickets—at $19.80 each—were directly attributable to the impact of radio and television last month when the National Brewing Co. used its programs in Baltimore to promote the sale of tickets to next year's games.

More than 600 tickets were sold the first day that Bailey Goss on WMAR-TV Baltimore made the announcement. The following programs, all sponsored by National Brewing, helped the sale of tickets: *National Review*, *Wrestling with Bailey Goss*, *National Amateur Time*, and *Hollywood Offbeat*, all on WMAR-TV, and *The National Sports Parade* on WBAL Baltimore.

Kenyon & Eckhardt, New York, is the agency.

STERLING DRUG

FTC Complaint Dismissed

COMPLAINT charging Sterling Drug Inc., heavy broadcast advertiser, and its agency, Ruthrauff & Ryan, both New York, with alleged misrepresentations for Ironized Yeast Tablets was dismissed by the Federal Trade Commission last Thursday.

The respondents have discontinued the ad claims and revised statements relative to the therapeutic effectiveness of the preparation, the commission noted. FCC said it felt "that the interest of the public would not be served in continuing the proceeding." Whether the statements were made in radio and TV continuities was not revealed.

CBS Adds KSWB

ADDITION of KSWB Yuma to the CBS Radio Network as a bonus station to KOOL Phoenix, effective today (Monday), has been announced by William A. Schudt Jr., national director of station relations for CBS Radio. Total CBS Radio affiliates now number 217. Owned and operated by the Maricopa Broadcasters, of which Gene Autry is president, KSWB will begin operations today. It will operate unlimited time on 1240 kc with 250 w. James Cox is general manager.

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Save You Time and Money

NEW & BETTER IDEAS HELP YOU GET THINGS DONE FASTER, EASIER

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GRAPHIC SYSTEMS

55 West 42nd Street • New York 36, N. Y.

1953 KINESCOPES

Thees Sees Heavy Demand

INCREASED demand will bring all-out production and steady sales of TV picture tubes during 1953, according to a prediction by L. S. Thees, general sales manager of RCA Victor's Tube Dept.

He said the expected manufacture of 6¼ million new TV receivers and a renewal demand for 3¾ million kinescopes will place a serious strain on the industry's tube factories and that the shortage will be "even more serious" unless the industry abandons its usual practice of curtailing production during summer months.

He said the shortage may not be felt keenly until after the second quarter of 1953, and suggested a steady, full-production load on a 12-months basis.

Mr. Thees said present trends indicate more than 70% of 1953-produced TV sets will have picture tubes larger than 19 inches in size, and said existing manufacturing facilities "are not yet geared" to produce enough large tubes. This is because industry heretofore has been geared to produce smaller picture tubes, he said, citing 1950's production of eight million kinescopes.

CUMMINGS SUIT

Filed by Producer Greene

PUNITIVE damages of $100,000 and $19,200 for loss of salary were sought in a suit filed last Monday in Los Angeles Superior Court by producer Mort Greene against actor Robert Cummings. Mr. Greene, who resigned a month ago as producer on NBC-TV's *My Hero* film series, starring the actor and packaged by Don Sharpe, charges Mr. Cummings induced Mr. Sharpe to cancel their work agreement.

Mr. Greene last month had filed a $19,000 breach of oral contract suit against Mr. Sharpe, Mr. Cummings, Mrs. Cummings and the Golden Key Trust [B•T, Dec. 22, 1952]. Simultaneously, Mr. Greene had filed an attachment against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks work contract.

FCC actions

JANUARY 2 THROUGH JANUARY 8

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-sychronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

January 2 Applications . . .

ACCEPTED FOR FILING

License for CP

WAMI Opp, Ala.—License for CP, as mod., which authorized new AM.

WARN Ft. Pierce, Fla.—License for CP, as mod., which authorized new AM.

WRHT Griffin, Ga.—License for CP, as mod., which authorized new AM.

KCRB Chanute, Kan.—License for CP, as mod., which authorized new AM.

AM—1420 kc

WLET Toccoa, Ga.—CP to increase power from 1 to 5 kw.

Change Antenna System

KPOA Honolulu — License for CP which authorized changes in ant. system.

Change Transmitter Location

WJXN Jackson, Miss. — License for CP, which authorized change in trans. location and change in ant. system.

AM—540 kc

KFRM Kansas City, Mo. — CP to change frequency from 550 to 540 kc, increase power from 5 to 10 kw, hours of operation from D to unl.

AM—1340 kc

KSID Sidney, Neb.—License for CP which authorized change in frequency and hours of operation.

AM—1330 kc

WWPA Williamsport, Pa. — CP to change from 1340 kc, 250 w to 1330 kc, 5 kw and change trans. location.

Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM on 1380 kc, 1 kw-D.

WFMO Fairmont, N. C.—CP to replace expired CP for new AM on 860 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

WKIC Hazard, Ky.; WEW St. Louis; WTSB Lumberton, N. C.

January 2 Decisions . . .

BY COMMISSION EN BANC

Change Facilities

KGAL Lebanon, Ore.—Granted CP to change facilities from 930 kc, 1 kw-D to 920 kc, 1 kw-U, DA, engineering conditions.

Modified CP

WLIN, Merrill, Wis.—By order, modified CP granted Dec. 4, 1952 authorizing WLIN to increase power on 550 kc from 1 to 5 kw and move studio and trans. to Wausau, Wis., by adding condition: "No construction or installation of equipment effected prior to Dec. 4, 1952 shall be utilized by the permittee in constructing the facilities authorized by this permit". Action was taken upon consideration of affidavit of permittee filed Dec. 15, 1952 disclosing certain preliminary steps in the construction of new facilities had been undertaken prior to Dec. 4 and requesting that CP granted that date be conditioned accordingly.

License Renewal

Granted renewal of following licenses to General Electric Co. for regular period: WGY and WRGB (TV) Schenectady.

January 5 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

KSJV Sanger, Me.—CP to change from 900 kc to 1150 kc; hours of operation from D to unl.; install DA-N. AMENDED to change name of applicant to John H. Poole tr/as Poole Bcstg. Co.

AM—1420 kc

KTOE Mankato, Minn.—CP to change from 1 kw-N to 5 kw-N.

Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM, to be operated on 1380 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

KVRH Salida, Col.; KBIZ Ottumwa, Iowa; KSEK Pittsburg, Kan.; KFAL Fulton, Mo.; WHED Washington, N. C.

TENDERED FOR FILING

Replace Expired CP

WJWS South Hill, Va.—CP to replace expired CP for new AM on 1370 kc, 1 kw-D.

KREM Spokane, Wash.—CP to increase D power from 1 to 5 kw.

January 6 Decisions . . .

BY BROADCAST BUREAU

Granted License

WVOW Logan, W. Va.—Granted license for AM; 1290 kc, 1 kw, 5 kw-LS, DA 2, unl., conditions.

KTKT Tucson, Ariz.—Granted license for AM; 1490 kc, 250 w, unl.; conditions.

WIFM Elkin, N. C.—Granted license for AM; 1540 kc, 250 w-D; conditions.

WLCS Baton Rouge, La.—Granted license covering change in frequency, increase in power, installation of a new trans. and DA-DN, and change in trans. location; 910 kc, 1 kw, DA-1, unl.; condition.

Change Antenna System

WJLD Homewood, Ala.—Granted CP to make changes in ant. system by adding TV ant.

Modification of CP

WTCW Whitesburg, Ky. — Granted mod. CP for approval of ant., trans. and studio location.

WBOY Tarpon Springs, Fla.—Granted mod. CP for approval of ant., trans. and studio location; condition.

WPIN St. Petersburg, Fla.—Granted mod. CP to change trans. location and studio location.

KVRV Victorville, Calif. — Granted mod. CP to make changes in trans. equipment, ant. and ground systems, change trans. and studio location.

WCGA Calhoun, Ga.—Granted mod. CP for approval of ant., trans. location, specify studio location and change type trans.; conditions.

KREH Oakdale, La.—Granted mod. CP for approval of ant., trans. and studio location.

Granted STA

National Bcstg. Co., New York—Granted STA to operate WNBT New York, as experimental television station employing call sign KE2XJV for purpose of testing RCA Color Television system; authority valid for period Jan. 5 and Feb. 28, 1953, inclusive, and operation is limited to maximum of 30 minutes daily between 9 a.m. and 1 p.m.

Change Name

KSON San Diego, Calif. — Granted mod. license to change name to C. Fredric Rabell and Dorothy Johnson Rabell d/b as KSON Bcstrs.

Extension of Completion Date

WJIM Lansing, Mich.—Granted mod. CP for extension of completion date to 7-6-53; conditions.

KFYO Lubbock, Tex.—Granted mod. CP for extension of completion date to 3-1-53; conditions.

Granted CP

WBRE - FM Wilkes - Barre, Pa.—Granted CP to make changes in licensed station (2.3 kw; ant. height 1,190 ft.; Ch. 253).

WCPO Cincinnati, Ohio—Granted CP to change trans. location of AM; install new trans. and make changes in ant. system.

January 7 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Smith Radio Co., Port Arthur, Tex.—Ordered that any depositions taken on Dec. 8, 1952 by Smith Radio Co. in Port Arthur will not be admitted in evidence in proceeding, and that depositions of persons listed in notice served by mail by Smith Radio Co. on Port Arthur College shall not be taken except upon further order of Commission; further ordered that jurisdiction is retained by Commission for purpose of issuing such further orders herein, on Commission's own motion or on motion of any party, as may be necessary and proper after determination is made with respect to consolidating application of Jefferson Amusement Co. for hearing herein and after pre-hearing conference is held at which efforts can be made to obtain agreement upon convenient time and place for taking by all parties, of such depositions as may be necessary and proper; further ordered that in event application of Jefferson Amusement Co. or any other application is consolidated with this proceeding, involving applications for TV Ch. 4, Smith Radio Co. shall serve upon each additional applicant a copy of aforesaid "Notice to Take Depositions" together with copy of order of Dec. 30, 1952.

The Enterprise Co., Beaumont Bcstg. Corp., KTRM Inc., Beaumont, Tex.—Overruled opposition and objection of The Enterprise Co. and Beaumont Bcstg. Corp., of Dec. 31, 1952, to notice of intention to take deposition of W. P. Hobby on Jan. 10, 1953, in Houston, Tex., filed by KTRM Inc. on Dec. 30, 1952, in proceeding involving applications for TV Ch. 6.

By Hearing Examiner Fanney N. Litvin

Stark Bcstg. Corp., Canton, Ohio—Granted petition to amend application for CP for new TV to show increased ERP; current changes in officers, directors and stockholders; amendment of corporate charter; current information

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Custom-Built Equipment
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Consulting Engineer
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Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
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GEORGE C. DAVIS
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Commercial Radio Equip. Co.
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GUY C. HUTCHESON
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Republic 7-6646
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Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
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Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

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AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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Riverside, Ill.
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2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

as to applications pending before Commission and that it is licensee of WCMW Canton, Ohio, etc.

By Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to amend TV application to amend exhibit 3 of application in order to show additional business interests of L. Maxcy and H. H. Baskin, stockholders in applicant corporation.

January 7 Applications . . .

ACCEPTED FOR FILING

Install Center Tower

WOC Davenport, Iowa—CP to install new center tower and mount TV ant. on top. AMENDED to make changes in DA system.

Application Amended

WHUN Huntingdon, Pa.—CP to specify top loading of present ant. system. AMENDED to change from 1400 kc, 250 w-unl. to 960 kc, 500 w-D and change type trans.

Replace Expired CP

WFMO Fairmont, N. C.—CP to replace expired CP which authorized new AM on 860 kc, 1 kw-D.

WJWS South Hill, Va.—CP to replace expired CP which authorized new AM on 1370 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

KNBC-FM San Francisco; WDEL-FM Wilmington, Del.; WQAM-FM Miami, Fla.; WBBM-FM Chicago; WFAM (FM) Lafayette, Ind.; KSO-FM Des

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Experienced, hard-working commercial manager for California medium market station affiliated major network. Ability to sell and direct sales. Excellent opportunity for go-getter. Wholesome community, real living. Box 443S, BROADCASTING • TELECASTING.

Wanted immediately . . . studio manager for city of 12,000 population. Good opportunity for right man. Box 462S, BROADCASTING • TELECASTING.

Sales Manager Midwest independent excellent market. Reasonable effort and ability can earn over $10,000.00 annually. Draw against 15% commission plus percentage growth. Prefer man 35 to 45. Thoroughly experienced with good sales record. Send complete details first letter. Box 494S, BROADCASTING • TELECASTING.

Salesmen

A well established medium sized firm representing radio and television stations seeks a young man, replies in confidence, with New York time buying or representation experience. Give complete details in letter. Box 268S, BROADCASTING • TELECASTING.

Experienced local salesman wanted by 5000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV-minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Michigan independent with TV application. Good pay, excellent future. Drawing account $350.00 to $600.00 monthly depending on ability. 15% commission. Send complete personal history first letter. Write Box 493S, BROADCASTING • TELECASTING.

If you can sell on the air, run an RCA board, and do a little music library work, send your disc (tape), photo, and resume to Bud Pentz, KWBE, Beatrice, Nebraska.

New station wants experienced radio time salesman who is friendly, energetic and reliable. Excellent opportunity. Contact manager, WION, Ionia, Michigan.

Salesman-new station, excellent field. Commission against draw. Expenses out of town. Opportunity to grow up with new business. Job open now. Phone, wire, write, WPDR, Portage, Wis.

Program director - announcer. 5,000 watt NBC affiliate has opening for highly qualified program man who is top-flight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high-class station. Only a man with good education and experience will be considered. Send complete details including past and expected earnings, photo, audition, etc. WSAV, Savannah, Ga.

Announcers

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Sportscaster and a news writer—progressive Midwestern regional station. Good working conditions. Send complete information. Box 396S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Small Michigan independent needs good announcer. Small friendly city, modest salary. Box 431S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

Announcer-engineers wanted. Network station Ozark playground region. Announcing emphasis. Salary commensurate ability and experience. Send picture, audition and details first reply. Write Box 485S, BROADCASTING • TELECASTING.

Regular staff announcing position open. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

Announcer-excellent opportunity for ambitious young single man. Send tape or disc to KNEM, Nevada, Mo.

Wanted—announcer-program director at 250 watt network affiliate. Emphasis on local programming, sales. Contact General Manager, WBRW, Welch, W. Va.

Wanted: Qualified announcer at Radio Station WFRP, Savannah, Georgia. Applications should be addressed to Dick Hull.

Disc jockey-announcer who is capable of running a good pop record show, plus reading news and straight commercials. Send disc and complete details including salary desired to Marshall Rosen, WNXT, Portsmouth, Ohio.

Announcer-engineer, first class ticket. Experience desired but not necessary. $70.00 to start. Permanent job. Mail qualifications, tape or disc to WSAL, Logansport, Indiana.

Staff announcer with year or two's experience for 5000 watt CBS affiliate in 115,000 city. Prefer young man, draft exempt with Midwest background. Write for applicatoin and send disc or tape to Personnel Dept., WSBT, South Bend, Indiana.

Announcer with first phone, by Mutual affiliate in lake and citrus area, home of Cypress Gardens. Limited experience acceptable if basic qualifications good. WSIR, Winter Haven, Florida.

WTIP, Charleston, W. Va., needs experienced dependable announcer by February first. Good salary. Write immediately to program director.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Wanted—One announcer-engineer with first class ticket for new kilowatt daytimer in Louisville, Mississippi. Position open about February 1st. Good pay, good future for right man. Air mail audition, photo, full particulars including salary requirement to Box 111, Louisville, Mississippi.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted—Engineer, announcer-engineer at 250 watt East central network affiliate. Announcing experience desirable; not essential. Box 167S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Small Michigan independent small city needs announcer engineer. Modest salary. Box 432S, BROADCASTING • TELECASTING.

Wanted engineer-announcer for 250 full time Mutual affiliate in Florida. $75.00 for forty hours to start. Good opportunity for right man. Send tape or disc, photo and qualifications in first letter. Box 442S, BROADCASTING • TELECASTING.

Experienced first-class engineer with announcing voice. $78.38 per week of 45 hours. Midwest college town of 30,000. Box 450S, BROADCASTING • TELECASTING.

Wanted engineer—large Michigan full-timer needs married 1st phone engineer. TV expected in near future. Average starting wage $65.00 per week with automatic raises after 6 months and 1 year. Two weeks vacation with pay. Must have car. Full information and references necessary. Write Box 455S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

Wanted: chief engineer for leading Massachusetts AM station. Station holds TV grant and offers exceptional opportunity for right man. Box 491S, BROADCASTING • TELECASTING.

Wanted—chief engineer with announcing experience, 250 watt full-time Mutual outlet. Start $80.00 a week. Excellent living conditions. KTNM, Tucumcari, New Mexico.

Engineer — regional daytimer. $50.00 weekly. Write, phone—Wallace Wurz, Chief, KXGI, Fort Madison, Iowa.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

Combination man or first class operator with limited experience wanted immediately Beri Morre, WAMI, Opp Alabama.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class phone engineer. No experience required. Car necessary. Transmitter work only. Phone WDBC, Escanaba, Michigan.

Wanted: Engineer-announcer daytime station, first class ticket. Permanent. Also commercial man. WEAB, Greer, South Carolina.

Wanted engineer with first class license. WGRM, Greenwood, Mississippi.

Engineer: 1st phone, 250 watt station with TV application, remote experience desirable, Chief Engineer, WKNY, Kingston, New York.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Engineer for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

Engineer first phone, some announcing. Fast growing city. Permanent. Immediate opening. WMDN, Midland, Michigan.

Wanted immediately, engineer or combo. Good pay. Wire collect, WNAT, Natchez, Mississippi.

Help Wanted (Cont'd)

Experienced engineer. No announcing Kilowatt directional and FM. Send complete details and picture with application. Al Scott, WNDB, Daytona Beach, Florida.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

Wanted: combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO Starkville, Mississippi. The Home of Mississippi State College.

Wanted first class engineer. Radio Station WSSV, Petersburg, Virginia.

First phone; transmitter operator WSYB, Rutland Vermont.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Transmitter operator with first class license for NBC affiliate, 5 kw and FM. No announcing. Experience desirable, not necessary. Box 1056, Twin Falls, Idaho.

Production-Programming, Others

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Top continuity writer, network affiliate, Great Lakes region. Send complete details first letter. Box 486S, BROADCASTING • TELECASTING.

News man with good announcing voice to gather, write and edit local news. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorder. Ability more important than experience. Write Manager, WCOJ, Coatesville, Pa.

Regional 'indie' needs 'go-getter' in good radio market. No TV competition. $$$$ and chance to advance commensurate with ability. Will not consider less than 3 years experience broadcasting. Must have proven background in sales. Will accept only well prepared resumes for consideration. Write J. Fitzpatrick, General Manager, WLYC, Williamsport, Pennsylvania.

Good opportunity for live-wire continuity writer with good knowledge of traffic. Opportunity to assume program director as soon as proven qualifications. 300 Portlock Building, Norfolk, Virginia.

Television

Technical

Wanted — experienced engineer TV transmitting and studio equipment. Temporary foreign service assignments. Write giving background data and references. Box 475S, BROADCASTING • TELECASTING.

Production-Programming, Others

Television home economist to specialize in cooking wanted by leading Southern station for permanent position and daily on-camera show. Good salary. State experience and qualifications and include references and picture. Box 464S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager-program director. 15 years radio experience, all branches, including 3 years profitable management. Sober, reliable, married. Will produce results with low overhead. Excellent references. Available immediately due to sale of station. Particularly interested manage new station; build from ground up. Or PD metropolitan indie or network. Salary open. Box 345S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Don't ...ate break-even operation. Will ... small station for draw against ...cent of net. Net and independ... experience. Married, settled, progre... Owner-manager successful statio... moving for wife's health. Availa... immediately. Box 408S, BROA...STING • TELECASTING.

Comme...d, also sales manager, promotion ...blicity director, national backgr... 20 years experience. Talente... spy writer, creator of shows. Top r...nces, tee-totaler, employed 5 kw ...ions. Prefer Southern or South... n coast location. Others consider... Box 433S, BROADCASTING • ...LECASTING.

The $340...00 question. That's what I'm earning ...ght now. The hard way too. Presently ...eneral manager of an indie in one ... the country's fifteen major markets. ...This station has been profitable since I put it on the air a year and a ...f ago. I don't have to be guaranteed the $8400.00 (yearly that is) but the potential must be there so that I can do that and better. Will also consider buying into a property. Write me now for a happier and more prosperous new year. Box 477S, BROADCASTING • TELECASTING.

Manager—with 20 years of constructive radio background. Not a has been, but a man who can get the job done, in sales, programming and administration. If you'll check my background today I'll be working for you tomorrow. Box 478S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham 9, Alabama.

Salesmen

Salesman — experienced, aggressive, steady, reliable, strong on promotion; seeks connection in warm climate. Box 467S, BROADCASTING • TELECASTING.

Sales manager—program director-announcer, good news man, 12 years experience. Wants good station with opportunity. South, or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.

Announcers

Announcer. Desires staff position. Veteran, 28. Single. Free to travel. Prefer small community. References, resume, disc on request. Box 384S, BROADCASTING • TELECASTING.

Available March 1st. A-1 morning air salesman. Mature, experienced, versatile, reliable. Can really sell early morning rural or urban audience. Excellent news and commercial delivery. No over yakkity yak. Now employed major network station. Prefer North Central or Eastern states. Climate change desired. Family man, excellent health. Box 390S, BROADCASTING • TELECASTING.

Announcer, draft exempt. General staff opening. Specializing news and sports play-by-play. Prefer New England, New York, New Jersey, Pennsylvania or Maryland. Audition, resume on request. Box 391S, BROADCASTING • TELECASTING.

Hillbilly DJ with national recognition wants change to power station or promotion and talent minded local in large market. Now in South. Box 430S, BROADCASTING • TELECASTING.

Announcer-PD. 10 years, last 3 PD leading independent. 29, family. Kiwanian. Best references. Box 434S, BROADCASTING • TELECASTING.

I'm your man! DJ-news, now working small market. Veteran, 26, friendly pitch. Tape-photo. Box 440S, BROADCASTING • TELECASTING.

I can build you a tailored saleable disc show. Five years solid experience all phases announcing, production, news. Best references, veteran, 350 month minimum. Proven air salesman. Gedney 4-4494 Brooklyn. Box 441S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Announcer—5 years combined commercial educational experience. Veteran, college graduate, 25. Prefer Middlewest. Box 444S, BROADCASTING • TELECASTING.

Disc jockey — average hooper rating surpasses all other programs in his area. TV appearance good. Write Box 449S, BROADCASTING • TELECASTING.

Commercial disc jockey. First phone. Also news, sports, etc. Five years experience. Three years present position. Box 451S, BROADCASTING • TELECASTING.

Announcer and or program director. Eight years experience in large and small markets including one year TV. Know all phases of announcing. Top rating as Western jockey. Box 452S, BROADCASTING • TELECASTING.

Sports announcer: Present station has dropped 90% of sports coverage due to network shows. Top play-by-play. Outstanding references. Box 454S, BROADCASTING • TELECASTING.

Most versatile man in the land experienced announcer, biggest disc jockey show this area, play-by-play, news, MC, degree in radio, married, veteran, 28, employed. Box 457S, BROADCASTING • TELECASTING.

Baseball announcer. Fully experienced in radio. Also college football, basketball. Auditions available. Highest recommendations. Available between now and March 1. Box 461S, BROADCASTING • TELECASTING.

Together—Mr. and Mrs. team. Young. Separately—announcers, disc shows, station operation. Experience in Radio and TV. Box 472S, BROADCASTING • TELECASTING.

All-round experience. Mature voice/delivery. Topflight quality. Employed. Box 463S, BROADCASTING • TELECASTING.

Newscaster, reporter, SDX-NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster, 5 years experience. Box 465S. BROADCASTING • TELECASTING.

Staff announcer, Radio-TV experience. Newscasting; DJ; forte; music; station operation. Box 473S, BROADCASTING • TELECASTING.

Announcer, draft exempt, 23 years. 2 years experience AFRS production direction, disc jockey, operate control board. Write, Free to travel. Box 487S, BROADCASTING • TELECASTING.

Morning man six years experience desiring to locate in Florida. Godfreyish style. Can build and hold audience. Reply to Box 488S, BROADCASTING • TELECASTING.

Announceress. Experienced in radio & TV—women's programs, news, music shows, station operation. Box 474S, BROADCASTING • TELECASTING.

Announcer: 28, desires staff position. Clear mature voice. Married, veteran, willing to travel. Disc, photo-particulars on request. Box 497S, BROADCASTING • TELECASTING.

Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florida only. Dick David, 5101 8th Street, Washington, D. C.

Paige pleads position. Announcer-control board operator, some station experience. Single, capable, reliable, desires position New England, Pennsylvania, New Jersey, Maryland. Frank Paige, 311 Melrose Street, Brooklyn 37, New York.

Announcer, news, DJ, continuity . . . Experience light but particularly strong play-by-play all sports. Interested connection New England or Eastern Seaboard, 30, single, college B. A., conscientious, reliable, available now. References, tape, disc resume promptly. Alan Phillips 318 Snediker Avenue, Brooklyn 7, New York.

Experienced, capable staff announcer—authoritative, intimate style, specializing in news, commercials, and TV with dramatic background. Married, 34, veteran. Southwest and Western states only. Leon Unatin, c o B. Schwartz, 5200 Arden Drive, Phoenix, Arizona.

Situation Wanted—(Cont'd)

Announcers thoroughly trained and capable. DJ, News, commercials and copy. Good board men. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

Five years experience. No glamour boy. Hard worker. Go anywhere. 2214 No. 23rd Street, Phoenix, Arizona.

Technical

Engineer: first phone, experienced in control and transmitter operation. TV school. Will travel. $80.00 minimum. Box 436S, BROADCASTING • TELECASTING.

1st class operator—year of experience. Wants permanent position with opportunities. Box 437S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience. 1st phone. Prefers New York City. Box 439S, BROADCASTING • TELECASTING.

Technical director or chief engineer available on thirty (30) days notice. Best of references from past and present employer. Past experience includes supervision of installation of AM, FM and TV stations for major equipment supplier. Will consider permanent position only. Minimum starting salary $7500.00 per year. Box 448S, BROADCASTING • TELECASTING.

Engineer pioneer Northwest television station—desires change of residence. Five years chief engineer leading television station. Practical experience in installation operation and maintenance. Full details and qualifications, references and picture, latest airmail—go anywhere. Box 453S, BROADCASTING • TELECASTING.

First class ticket with nine months experience, some announcing. Radio and television graduate. Box 470S, BROADCASTING • TELECASTING.

Chief Engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available first of March. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

Engineer: Twenty years broad experience Broadcasting Communications operations and constructions. First phone, first telegraph, ham licenses. Excellent references, all offers considered. Box 484S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer, recent graduate. Some TV broadcasting. Box 498S, BROADCASTING • TELECASTING.

First phone—desires position. No experience. Anywhere in U. S. Leo Miele, 3520 Astoria Blvd., Astoria 3, New York.

Transmitter operator. License plus broadcast experience. Please specify requirements. Lewis Sherlock, Box 891, Denver, Colorado.

Production-Programming, Others

Experienced local news gatherer, writer, broadcaster. Also sports. Northeast, Midwest. Box 435S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Young woman with experience in news, copy, promotion and sales wants permanent position in news or sales department with progressive station. Prefer West coast, but will accept right job anywhere. Box 458S, BROADCASTING • TELECASTING.

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

News-sports director, 10 years Associated Press experience plus announcing, film and photo experience. Box 468S, BROADCASTING • TELECASTING.

Korea veteran, journalism graduate looking for position with future in metropolitan area. Six years programming and announcing. Tape on request. Box 483S, BROADCASTING • TELECASTING.

Our newsman with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station or in other phases of radio news operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 490S, BROADCASTING • TELECASTING.

Television

Technical

Television chief engineer, presently employed, experienced GE, RCA, DuMont. Just finished construction complete RCA TV station. Desire position chief or well-paid maintenance engineer. Top references, sober, single, car. Two weeks notice. Box 447S, BROADCASTING • TELECASTING.

First class engineer. Graduate 66 weeks engineering course. Deforest's Training Inc., Chicago. Details first letter. Les Jordan, Route 3, Box 4C, Marysville, California.

Production-Programming, Others

Producer-director-writer. Successful presentations demonstrate originality-showmanship. Exceptional commendations. Box 410S, BROADCASTING • TELECASTING.

TV newsman, ad-lib style, 5 years radio-TV news experience. Midwest, $150.00. Box 469S, BROADCASTING • TELECASTING.

TV writer-idea-man-producer; executive, and network shows in 12 years AM-TV experience. Age 28, married, college graduate. Excellent references. Box 471S, BROADCASTING • TELECASTING.

Television executive. Five years uninterrupted experience production, writing, direction with major TV outlet. First-hand knowledge all television programming and production. Special emphasis news, public service, special events. Particularly interested program director commercial or educational station agency television chief. Highest references. Box 482S, BROADCASTING • TELECASTING.

Topnotch

SALESMAN—SALES MANAGER

FOR RADIO TELEVISION

Outstanding contacts with key station and agency executives. Longtime experience of effective selling: Former sales manager of 50 kw station. Salesman for leading national representative. Television film selling experience.

Box 480S, Broadcasting • Telecasting.

XUM

For Sale

Stations

Midwest. 1000 W. Indie. Control with 51% for $21,000. Box 445S, BROADCASTING • TELECASTING.

Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost, $4,000 each, will be sold at good discount. Make offer. Box 382S, BROADCASTING • TELECASTING.

For sale and immediate delivery complete new RCA television equipment, including 5 kw transmitter, master control equipment, dual film projection equipment with dual camera chains, complete studio equipment including dual camera chains, control room equipment and lighting, mobile truck unit with twin camera chains, also complete 16 mm film equipment including processing unit. For detailed information apply. Box 456S, BROADCASTING • TELECASTING.

RCA modulation monitor type 66-A. Less dust cover. 3 Jenson coaxial reproducers, type RD-153. One blonde, 2 walnut finished. All in good condition. All offers considered. W. C. Ward, WBUZ, 4421 Southern Avenue, Washington 19, D. C.

Collins 21-A 5 kw AM transmitter completely re-wired and in excellent condition available soon. $10,000.00 price includes tubes and required spares. WGBF, Evansville, Indiana.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI Transmitter, R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

AMPEX tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Equipment, etc.

Used serviceable TV cameras and equipment. Send details and asking price. Box 489S, BROADCASTING • TELECASTING.

Interested in any and all equipment for a VHF channel 7-13 television station including 2 to 5 kw transmitter 4 to 6 bay antenna, film, camera and projectors, studio cameras and all other associated equipment. Box 446S, BROADCASTING • TELECASTING.

Miscellaneous

Wanted—Southern radio stations to advertise hair pomades—commission sales basis. Box 438S, BROADCASTING • TELECASTING.

Miscellaneous (Cont'd)

Experienced radio broadcaster entering recording field. Need business associates to share profits and responsibilities fifty-fifty. Replies confidential. Box 492S, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53
Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires". Write Box 495S, BROADCASTING • TELECASTING.

Announcers

TOP QUALITY STAFF MAN WANTED

Must have experience. Must be dependable and responsible. Good steady position offered, network station, Great Lakes area. Send disc, date available, photo, details and background, salary expected. Box 499S, BROADCASTING • TELECASTING.

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

For Sale

Equipment, etc.

WISCONSIN INDEPENDENT

Profitable operation. Single station market, non TV. Netting $2,000 monthly—even more in June when station becomes debt free. $80,000. Terms. Box 481S, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

TV CAMERA CHAIN WANTED
Used "IKE" or Image "ORTH" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 52 East 19th Street, New York, N. Y.

EAST GERMANY

Berlin Station on Air

DIRECT transmissions from a new television center in East Germany were launched Dec. 21 with a two-hour test program in observance of Soviet Premier Josef Stalin's 73d birthday.

Details of the new TV Center in Berlin were revealed by the Office of the Public Affairs Adviser, Bureau of German Affairs, U. S. Dept. of State.

Transmissions until Dec. 21 had been limited to relay of film and still fare. Live programs emanate from TV studios in Adlershof. According to plans outlined by Hermann Zilles, head of the center, the building will have four studios and a hall with 75 seats for public shows.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Station managers advise us of your hard-to-fill personnel openings in radio and TV. Qualified personnel capable of passing ability and aptitude tests make application for positions. Hoot Associates Agency, Inc., 15 East 40th Street, New York 16, New York. Licensed and bonded under state laws.

CANADA LISTENING

Sunday P. M. Habits Vary

TWICE yearly survey of Sunday afternoon listening habits in Canada shows that the percentage of listening varies with the size of the city. Toronto, second largest city in Canada, shows a very low percentage of sets-in-use while Halifax, a much smaller city, shows more than a third of the sets in the city are turned on.

The report, prepared in April and December by Elliott-Haynes Ltd. Toronto, used 10 markets for the survey: Halifax, Montreal-English, Montreal-French, Ottawa, Toronto, Hamilton, Winnipeg, Regina, Edmonton and Vancouver. The report is made for each station between noon to 5:30 p.m., and lists sets-in-use, program ratings, and percentage of listeners by half-hour program periods.

It is of interest to note that in western Canada, where American network shows are carried in the late afternoon hours, highest sets-in-use figures and program ratings are shown for American network comedy programs.

Robert Swan

FUNERAL services were held in Los Angeles last Monday for Robert Wade Swan, 54, an instructor at the Frederick H. Speare Radio & Television School, Hollywood. Mr. Swan died Jan. 1 at Sawtelle Veterans Hospital, that city, following a two months' illness. A pioneer in Los Angeles radio, he was for many years on the KECA announcing staff and served as KHJ chief announcer. He is survived by his wife, Ione, and a daughter, Mrs. Arvia Carter.

PHIL DAVIS Musical Enterprises, N. Y., producing TV film soundtrack with instrumental musicians for Needham, Louis & Brorby on behalf of S. C. Johnson & Sons for *The Name's the Same* on ABC-TV. Davis firm also has signed a 13-week contract with Kal, Ehrlich & Merrick, Washington, and the Christian Heurich Brewing Co. for rental of Davis musical trademark for Old Georgetown beer.

SOUTHERN TOP NETWORK
$70,000.00
The only station in an excellent medium size Southern market.

MIDWEST REGIONAL
$75,000.00
A fulltime regional facility in a booming Midwest market.

Appraisals • Negotiations • Financing
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WANTED
THREE ENGINEERS
NEW ORLEANS
BATON ROUGE
LAKE CHARLES

Chief engineer, Baton Rouge, $300 per month to start. New Orleans, assistant engineer, $250 per month to start. Lake Charles, combination engineer-announcer, $260 per month to start. Yearly bonus, vacation; New Orleans and Baton Rouge are daytime stations, only. Unusual good working conditions. Advancement opportunities available to competent men.

We are also applying for TV stations, and ambitious engineers will be given opportunities in this field as well. Write or phone collect Tulane 6388.

STANLEY RAY
General Manager
WBOK, Inc.
NEW ORLEANS, LA.

Our Respects To

(Continued from page 48)

in coope tion with Geoffrey Wade, Chicago gency.

He s up a television commercial lab atory there, where experimental sound films are produced f testing by the Schwerin Researc Corp., New York. The studio i equipped with a 16 mm camera nd synchronized tape recorded s und, field lighting and recording power. Technicians and creative personnel produce stop-motion, animation and small live-action films. Test results enable the firm to spot "more efficient" commercials.

In 1950, Les Waddington added product supervisor on the new Bactine to his other duties. He supervised all advertising and promotion in introducing the antiseptic to the medical profession and to consumers.

Mr. Waddington wandered into radio for the first time when attending Iowa State in Ames. His education was financed by work as a musician and between 1933 and 1937 he soloed and appeared with the Sax-O-Four on such stations as KFAB Lincoln, WOW Omaha and KOIL Council Bluffs.

He was born Feb. 27, 1913, in Omaha. After studying music and pre-engineering at Municipal U., he enrolled at Iowa State, from which he was graduated in 1937 with a bachelor of science degree in mechanical engineering. He majored in aeronautics and industrial management, and earned a teaching certificate in education and psychology.

Joins Instrument Firm

His first job out of college was with the C. G. Conn instrument company in Elkhart, one of the world's largest, where he worked as an experimental acoustical engineer for four years.

His musical and engineering aptitudes led to his early promotion as a design engineer in 1941, and to chief design engineer in 1945. He remained at this job, designing the company's entire line of instruments, until 1947 when he went to Miles Labs.

Mr. Waddington's merchandising experience with Conn was transferred to Miles, where all radio and TV purchases are merchandised for each salesman, who uses it in personal promotion with druggists. The company has more than 200,000 dealers and 500 jobbers in the U.S., and distributes its products throughout the world. Export advertising is handled by Robert H. Otto agency, New York.

Miles currently is networking Curt Massey on CBS Radio and Mutual, *Hilltop House* on CBS Radio, *One Man's Family* and *News of the World*, both on NBC radio, supplemented with national TV spot. Network TV has been dropped, although the company has used it.

Miles sponsored its first radio show, *Songs of Home Sweet Home*, on WLS Chicago in January 1932, adding the famed WLS *National Barn Dance* a year later. Since then it has used these network vehicles successfully: *Lum 'n' Abner*, *Quiz Kids* (AM-TV), *Bob and Ray*, the *Alec Templeton Show*, *Queen for a Day*, *Ladies Fair* and Edwin C. Hill.

Mr. Waddington keeps time free for many family, social and civic activities. His wife is the former Emma Howe. They have two youngsters, James Howe, 11, and Janet Lee, 9. He and his son have launched a long-range boat building project, starting with an eight-foot pram kit boat, and this winter will begin construction of a cabin outboard cruiser designed by Mr. Waddington. They plan to take it on expeditions along the upper Mississippi and on the Lake of the Ozarks.

The family is boat-happy, he says, becuase they usually spend their vacations with Mrs. Waddington's parents at Saybrook, Conn., on Long Island Sound. Both Jim and Janet are active in Scout work and their father serves on the district committee of the local council.

He is former president of the local Kiwanis Club, for which he directed the Elkhart Music Festival two years; co-producer and director of the Railroad Centennial in 1951, sponsored by the Chamber of Commerce, and a member of the Elkhart Concert Club and Knife and Fork Club.

Mr. Waddington is a registered professional engineer, a member of Alpha Sigma Lambda and Adelante fraternities, the American Federation of Musicians and the Assn. of National Advertisers, in which he has worked on the radio and television, motion picture, magazine and research committees.

Ralph Judge Elected

RALPH JUDGE, sales manager of H. N. Stovin & Co., Toronto station representative firm, was elected 1953 president of Radio Representatives Assn. at its annual meeting at Toronto Dec. 30. He succeeds Norm Brown, Radio Time Sales Ltd., Toronto. Other officers elected were Alex Bedard, Radio Representatives Ltd., vice-president; Bill Mitchell, All-Canada Radio Facilities Ltd., secretary; Bruce Butler, Joseph Hardy & Co., treasurer, and A. A. McDermott, Radio & Television Sales Inc., publicity director.

BILL COSTELLO, CBS Radio White House correspondent, has been named a member of the six-man 1953 Screening Committee for the foreign study and research fellowship program administered by the Ford Foundation board on overseas training and research. The committee will choose approximately 100 persons for fellowships.

On The Dotted Line

KBIG Avalon signs rival new Dodge-Plymouth used car dealers for show, *Sale of Two Cities*. L to r: Carl Philipp, mgr., Eddie Nelson Inc., Huntington Park; Stu Wilson, KBIG prod. mgr.; Tom Ashbrook, Tom Ashbrook Inc., South Gate; Robert J. McAndrews, KBIG coml. mgr., and Spence Fennell, Fennell Adv.

KENNETH M. COOPER (l), WORC Worcester, Mass., gen. mgr., and Thomas M. Donlin (r), WORC coml. mgr., watch Alfred W. Smith, pres., Worcester County Electric Co., sign for Holy Cross basketball.

BRYCE BENEDICT, sls. rep., KFH Wichita, Kan., looks on with pleasure as Ernest R. Esterline, general manager of the Bell Clothing Co., Wichita, signs to sponsor Edward R. Murrow's newscasts.

PHIL DAVIS (l), for Quality Appliance & TV, buys 450 spots on 10 day saturation drive from Bob Rohrs, acct. exec., WING Dayton, Ohio.

MILT SCOTT (l), M. B. Scott & Assoc., Hollywood agency, and Jack Stafford, acct. exec., KLAC Hollywood, conclude $56,745 year-long pact for Skycoach Airlines, Burbank.

WISN Milwaukee signs 39-week contract with three International Harvester Corp. dealers for Frederic W. Ziv's *I Was a Communist for the FBI*, beginning Jan. 14. L to r: Ira Kritz, Milwaukee mgr., Int. Harvester Refr.; Harry D. Peck, sta. mgr.; Richard Shireman, sls. mgr.; Mike Meehan, acct. exec., all WISN, and D. C. Elliott, asst. dist. mgr., Int. Harvester.

HIGHPOINTS IN '52

Jolliffe Lists Top Ten in Radio Electronics, TV

TOP 10 achievements in radio-electronics and television during 1952, as listed last week by Dr. C. B. Jolliffe, vice president and technical director of RCA, were as follows:

1. Extension of TV service through the lifting of the TV station "freeze" and the opening of uhf.

2. Progress in development and application of the transistor, tiny electronic device which performs many of the functions of electron tubes.

3. "Successful field tests of the RCA compatible color television system and tricolor tube, embodying standards recommended by the National Television System Committee. These tests, conducted over NBC facilities, resulted in the refinement of equipment and the acquiring of valuable experience in color TV programming."

4. Extension of electronics and television for such industrial and defense uses as metal detection, radio heating, electronic metering.

5. Coming into wide use of microwave communications systems in this country and abroad.

6. Improved sound recording techniques, new phonograph record players and introduction of "EP" (extended play) 45-rpm records.

7. Emergence of theatre televison, providing large-screen viewers of top sporting events and musical production in nearly 100 locations from coast-to-coast.

8. Introduction of the portable TV camera-transmitter — the "walkie-lookie"—by RCA to facilitate coverage of news events. Its debut was at the national political conventions in Chicago.

9. Opening of RCA's first trans-Pacific TEX radio teleprinter exchange service, between San Francisco and Honolulu, emphasizing "the importance of this direct two-way communications system in commerce and government.".

10. New and greatly improved radar installations for maritime and aviation uses.

HALPIN REPORTS

Multiple TV Set Trend

TREND to two-television homes was reported by D. D. Halpin, general manager of the receiver division of Allen B. DuMont Labs., at the opening of the winter furniture shows in Chicago's Merchandise and Furniture Marts last week.

Mr. Haplin said the television trend is similar to that of radio, which expanded set usage into other rooms than the living room in the 1930s, and he estimated two to three million of the 22 million sets now in use are in multiple-set homes. Only 2% of families buying new receivers are turning in old sets, he said.

Television has caused a boom in living room furniture sales, said W. E. S. Griswold Jr., president of W & J Sloane Co., New York City. Thomas I. Levitt, president of Boutell Bros., Minneapolis, and new president of the National Retail Furniture Assn. said few furniture stores carry TV sets because the markup is not enough to make a profit.

Among exhibitors of radio and TV sets was Raytheon Television and Radio Corp., which showed its entire line and introduced three 21-inch video models with equipment for phonograph installation.

RAND ADVERTISING

Debt Settlement Attempted

COUNSEL for Joseph Warner, president of Rand Adv. Agency, New York, reported last week he is attempting to work out a settlement for some 125 creditors which have claims estimated at $35,000 against the agency.

Benjamin Cohen, New York attorney representing Mr. Warner, said the agency has gone out of business and that Mr. Warner has no personal assets. According to Mr. Cohen, most of the debts are to radio stations and representative firms for radio time bought by the agency. He reported that he had held a creditors' meeting at his office Dec. 31, at which he had explained Mr. Warner's financial status and had offered his services to firms interested in a settlement. Accounts that the Rand agency handled included Staminal and the Perfume Sales Co., both New York.

Carr Appointed

THOMAS S. CARR, veteran broadcaster and public relations advisor, last week was appointed executive secretary to Maryland Gov. Theodore McKeldin. The post pays $6,000 a year. From May 1947 to Aug. 1951, Mr. Carr served as administrative assistant and vice president-station manager of WANN Annapolis, Md. Since 1951 he has been in the public relations field.

Morton's Promise

A PROMISE that the Voice of America will supply truth to clear away the Communist "fog of fraud and distortion" was given by VOA Director Alfred H. Morton in a New Year's Day message to overseas listeners. Mr. Morton, TV consultant and former network executive who assumed the VOA post last fall, said the U. S. State Dept. shortwave radio arm would "continue to bring you the truth as free men see it" and extended friendly greetings on behalf of the American people.

TWO SONS of Irving E. Rogers (2d from r), president and treasurer of Hildreth & Rogers Co. (WLAW-AM-FM Boston), have been elected to executive posts with the *Lawrence* (Mass.) *Eagle-Tribune*, published by their father [B•T, Jan. 5]. L to r: Irving E. Rogers Jr., assistant business manager, and Allen B. Rogers, assistant treasurer of the *Eagle-Tribune;* Mr. Rogers Sr., and another son, Alexander H. (II). Latter passed up radio-newspaper field to organize and direct a construction firm. WLAW was founded on Dec. 19, 1937, by Alexander H. Rogers, the boys' grandfather.

NPA CHANGES

Electronics Div. Split

APPOINTMENT of Donald S. Parris as acting director of the Electronics Division of the National Production Authority was announced last Thursday by H. B. McCoy, NPA acting administrator.

Mr. Parris, who has been serving as deputy assistant in the division, succeeds Richards W. Cotton, who returned to Philco Corp. effective last Saturday. Mr. Cotton, who is assistant to the president of Philco, will retain his post as chairman of the Electronics Production Board.

At the same time, NPA's Electronics Division underwent a realignment first revealed last month [B•T, Dec. 15, 1952].

The Electronics Division last Monday was divided into two branches—Production, comprising equipment and component sections, and Program & Requirements, covering CMP (the Controlled Materials Plan) and expediting functions.

Mr. Parris, a veteran of Commerce Dept. and NPA operations and an electronics specialist, also will serve as acting chief of Program & Requirements. R. D. Parker of NPA, formerly with Western Electric, heads up Production. Section includes J. Bernard Joseph, a specialist in broadcast equipment. Lee Golder, chief of the radio-TV section and formerly with Magnovox, has resigned.

WEISS TO ADDRESS

Chicago TV Council

PSYCHOLOGICAL sales for agency clients will be discussed by Edward H. Weiss, president of Weiss & Geller, Chicago, at the next luncheon meeting of the Chicago Television Council Jan. 21 at the Sheraton Hotel.

Mr. Weiss will discuss the Toni Co. in particular since his agency recently took over the bulk of the Toni billing after resignation of the account by Foote, Cone & Belding, also Chicago. Council President George Heinemann, program director of WNBQ (TV) Chicago, has designated the meeting "Boss' Day," asking council members to "bring your boss if you aren't one."

GAMES BY METER

May Shape Baseball on TV

BELIEF that major league baseball will move in the direction of metered television in 1953 was voiced last week by Walter F. O'Malley, president of the Brooklyn Dodgers.

Mr. O'Malley said he thought "this year will see baseball make important progress in the solution of what most of us call the television mystery." He predicted that "before long" fans will pay a fee to see a major league game on TV.

CHICAGO TO PROBE

Television Program Content

TELEVISION program content is scheduled to get a going-over by the Chicago City Council, with industry representatives, educators and the public testifying at hearings to be called by a Council Subcommittee on Television.

The subcommittee, organized last Thursday after a meeting of the judiciary committee, is headed by Alderman Patrick P. Patrone. He will work with six other aldermen, one of whom is John J. Hoellen who introduced a resolution late last month which started the video investigation.

Hearings of an informal nature are expected to begin next week, Alderman Patrone said. Leaders of all segments of the industry from stations to companies may be called.

Alderman Hoellen, in his resolution noted a "shocking increase in teen-age crime" in Chicago in the past year, and the existence of "a connection between the showing of . . . crime films [on TV] and the shocking increase" in teen-age crime.

At the council committee hearing Thursday, Police Chief Timothy O'Connor testified that, in his opinion, there could be a very close relationship between the incidence of crime by youngsters in Chicago and the television shows aired there.

GOLD medal has been awarded to WJAR-TV Providence, R. I., for election night coverage in annual 1952 *TV Guide* reader poll completed in December.

FCC Actions

(Continued from page 81)

Moines, Iowa; WPAD-FM Paducah, Ky.; KALB-FM Alexandria, La.; WWJ-FM Detroit, Mich.; WMBH-FM Joplin, Mo.; WMIN-FM St. Paul; WMBO-FM Auburn, N. Y.; WQXR-FM New York; WNBC-FM New York; WHPE-FM High Point, N. C.; KGPO (FM) Grants Pass, Ore.; WDOD-FM Chattanooga, Tenn.; WTAR-FM Norfolk, Va.; WDBJ-FM Roanoke, Va.; WKWK-FM Wheeling, W. Va.; WWCF (FM) Greenfield, Wis.; WCHI (FM) Chicago Hgts., Ill.; WDBQ-FM Dubuque, Iowa; KWRE Warrenton, Mo.

Extension of Completion Date

WAUG-FM Augusta, Ga.—Mod. CP which authorized new FM for extension of completion date.

License for CP

WRGA-FM Rome, Ga.—License for CP as mod., which authorized new FM.

Change Antenna Type

WXHR (FM) Cambridge, Mass.—CP to change type trans. to Collins, 37M-4, 4 sec.; ERP to 6.89 kw and overall ant. height.

WBRE-FM Wilkes-Barre, Pa.—CP to change type ant. to Collins 37M-3, 3 sec.; change trans. location to 4.5 mi. SE of Wilkes-Barre; change ERP to 2.3 kw; increase overall ant. height.

WLVA-FM—CP to change type ant. to GE Type BY-2-A, 2 bay circular.

January 8 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period:

KATY San Luis Obispo, Calif.; KAVL Lancaster, Calif.; KCKN Kansas City, Kan.; KCMJ Palm Springs, Calif.; KDKD Clinton, Mo.; KDMO Carthage, Mo.; KFGT Fremont, Neb.; KFIR North Bend, Ore.; KFRM Kansas City, Mo.; KFSB Joplin, Mo.; KIHR Hood River, Ore.; KOLE Port Arthur, Tex.; KREI Farmington, Mo.; KRES St. Joseph, Mo.; KWFC Hot Springs, Ark.; KWKC Abilene, Tex.; KWSD Mt. Shasta, Calif.; KXLW Clayton, Mo.; WAML Laurel, Miss.; WEMP Milwaukee, Wis.; WEXL Royal Oak, Mich.; WFHR Wisconsin Rapids, Wis.; WGNI Wilmington, N. C.; WLBC Muncie, Ind.; WSOY Decatur, Ill.; WTYS Marianna, Fla.; WUSJ Lockport, N. Y.; KSD St. Louis, Mo.; KVOX Moorehead, Minn.; WAIR Winston-Salem, N. C.; WBAC Cleveland, Tenn.; WCBI Columbus, Miss.; WCTA Andalusia, Ala.; WDBQ Dubuque, Iowa; WENT Gloversville, N. Y.; WEVE Eveleth, Minn.; WFAU Augusta, Me.; WFBG Altoona, Pa.; WGWC Selma, Ala.; WHAR Clarksburg, W. Va.; WHAT Philadelphia, Pa.; WIRY Plattsburg, N. Y.; WJOI Florence, Ala.; WKRM Columbia, Tenn.; WLAV Grand Rapids, Mich.; WWPG Palm Beach, Fla.; KGBX Springfield, Mo.; KICK Springfield, Mo.; KMMO Marshall, Mo.; KAPA Raymond, Wash.; KATO Reno, Nev.; KBUR Burlington, Iowa; KCOM Sioux City, Iowa; KGFW Kearney, Neb.; KGLO Mason City, Iowa; KIBH Seward, Alaska; KIHN Hugo, Okla.; KIJV Huron, S. D.; KIST Santa Barbara, Calif.; KJFJ Webster City, Iowa; KLWT Lebanon, Mo.; KOCY Oklahoma City, Okla.; KPRK Livingston, Mont.; KRBA Lufkin, Tex.; KRJF Miles City, Mont.; KRMD Shreveport, La.; KROC Rochester, Minn.; KROS Clinton, Iowa; KRUX Glendale, Ariz.; KSET El Paso, Tex.; KSTT Davenport, Iowa; KSWM Joplin, Mo.; KTTR Rolla, Mo.; KUIN Grants Pass, Ore.; KWNW Wenatchee, Wash.; KWWL Waterloo, Iowa; KXEO Mexico, Mo.; KXOK St. Louis, Mo.; WABM Houlton, Me.; WALL Middletown, N. Y.; WATG Ashland, Ohio; WBGE Atlanta, Ga.; WBRE Wilkes-Barre, Pa.; WBRK Pittsfield, Mass.; WCMI Ashland, Ky.; WFEB Sylacauga, Ala.; WGAA Cedartown, Ga.; WHHM Memphis, Tenn.; WHAN Charleston, S. C.; WJRI Lenoir, N. C.; WKGN Knoxville, Tenn.; WLDY Ladysmith, Wis.; WMBO Auburn, N. Y.; KAND Corsicana, Tex.; KFYO Lubbock, Tex.; KFMO Cape Girardeau, Mo.; KNCM Moberly, Mo.; KSCJ Sioux City, Iowa; KTXL San Angelo, Tex.; KVIC Victoria, Tex.; KWTO Springfield, Mo.; KXGI Fort Madison, Iowa; WGRV Greenville, Tenn.; WKEY Covington, Va.; WMON Montgomery, W. Va.; WRAW Reading, Pa.; WWPA Williamsport, Pa.; WCBD Chicago, Ill.; WKYW Louisville, Ky.; KULE Ephrata, Wash.; WEEK Peoria, Ill.; WGTL Kannapolis, N. C.; KING-TV Seattle, Wash.; KSD-TV St. Louis, Mo.; WMBR-TV Jacksonville, Fla.; WTVJ Miami, Fla.; KVER Albuquerque, N. M.; WKOW Madison, Wis.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JANUARY 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	251	164
FM Stations	626	583	57	9	5
TV Stations	126	98	189	1,009*	242

* Filed since April 14, of which 186 have been granted.

For Television Grants and Applications see page 56.

* * *

Non-Docket Actions . . .

TRANSFER GRANTS

WIRA Fort Pierce, Fla.—Indian River Bestg. Co. Granted transfer of control from Douglas Silver and O. L. Peacock to **Chanticleer Bestg. Co.** for $62,450. Transferee is licensee of WCTC-AM-FM New Brunswick, N. J. Granted Jan. 8.

WJR-AM-FM Detroit, Mich.—WJR: The Goodwill Station Inc. Granted relinquishment of *de jure* control by Mrs. Frances S. Richards, individually and as Executrix of Estate of George A. Richards, deceased, to **C. Russell Feldman** and **L. R. Jackson,** Trustees for George A. Richards Life Insurance Trust, et al., through sale of 12,740 shares of stock (2.4%) for $9.125 per share, or $116,252.50 cash, payment to be made by Trustees from funds of Life Insurance Trust. Before transfer Mrs. Richards had 24.91% of stock as individual and 26.12% as Executrix of Estate; after transfer she has 22.45% of stock as individual and 26.12% as Executrix of Estate. Messrs. Feldman and Jackson had 5.81% of stock; after transfer they have 8.27% of stock together. Granted Jan. 8.

KHBR Hillsboro, Tex.—Hill County Bestg. Co. Granted assignment of license from partnership consisting of R. W. Calvert, W. N. Furey and Ross Bohannon, to **Ross Bohannon,** tr/as Hill County Bestg. Co. because Mr. Bohannon has contributed $22,629 and the two partners $6,100 each to the partnership, the interests of the two assigned partners are being sold to Mr. Bohannon for $20. Granted Jan. 8.

New Applications . . .

AM APPLICATION

Haines City, Fla.—KWK Inc., 540 kc, 10 kw daytime DA; two tower array, each tower 350 ft. above ground, located 6.4 mi. WNW of Haines City, Fla. Estimated construction cost $116,815, first year operating cost $184,000, revenue $191,000. Applicant is licensee of KWK St. Louis, Mo. Filed Jan. 7, 1953.

TRANSFER REQUEST

WMBD Peoria, Ill.—Peoria Bestg. Co. Assignment of license to **WMBD Inc.** through sale of 510 shares of stock for $441.17 per share, or total of $225,000. Principals in assignee include President **Charles C. Caley** (66.67%), now 25% owner of WMBD, and vice president and general manager of station, and **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Assignors include Carl P. Slane, who will sell 86 shares of stock for $37,941.08, Frances P. Slane, who will sell 212 shares of stock for $93,529.46, and Elizabeth P. Talbott, who will sell 212 shares of stock for $93,529.46. Assignee is applicant for new TV station in Peoria, contingent on FCC approval of this assignment first [See FCC Applications, pg. 58]. Filed Jan. 8.

GE Renewals

REGULAR renewal of license has been granted by the FCC to General Electric Co. stations WGY and WRGB (TV) Schenectady, following several years of operation on temporary extensions of license. Renewal action had been delayed, as in the case of certain other radio and TV outlets, while the FCC reviewed its policy concerning firms which have been involved in anti-trust proceedings.

LONG MICROWAVE

GE Presents to Pipeline Firm

FORMAL presentation of what is said to be the world's longest private microwave radio system was made last week by GE to Transcontinental Gas Pipe Line Corp. in Washington.

Presentation took the form of a master key given by GE's Dr. W. R. G. Baker to Transcontinental's President Claude A. Williams.

The 1,840-mile pipeline microwave communication system, established with 59 links between Falfurrias, Tex., and Newark, N. J., operates at 2 mc and contains the equivalent of 12 telephone channels. Entire system was built by GE and operational tests were completed last month. It now is operating with seven of the 12 channels, providing radio-telephone facilities for operation and maintenance of the pipeline.

Additional voice communications may be added later by utilization of the five unused channels. Possibility also exists that the unused channels may be employed for carrying signals to control motors, to read meters, open and close valves and perform similar tasks.

Kudner 1952 Billings

KUDNER AGENCY Inc.'s broadcast billings amounted to an estimated $15 million in 1952, placing it in a three-way tie for 11th place among agencies in that respect, Lennen & Newell and Ted Bates Inc. also having billed at the $15 million level in radio and television [B•T, Jan. 5]. The Kudner billings —estimated at approximately $10.2 million in television and $4.8 million in radio—were omitted inadvertently from Broadcasting • Telecasting's Jan. 5 listing of leading radio-TV agencies.

Monarch's New Buy

MONARCH Wine Co., Brooklyn (Manischewitz wine), will sponsor *I Am the Law* film series on DuMont's owned stations — WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh — on Monday, 8-8:30 p.m. EST for 26 weeks starting Feb. 16. Agency is Donahue & Coe, New York.

WKOW RENEWED

Atlass Group Withdraws

FCC last Wednesday removed from hearing and granted renewal of license to WKOW Madison, Wis., after the Monona Broadcasting Co., licensee, had taken action Nov. 10, 1952, to terminate its business relationship with Atlass Amusement Co.

Question of whether WKOW had acquired CBS affiliation by hiring Atlass Amusement Co. as management consultant had been implied by FCC on May 15, 1951, when the Commission set aside its April 15, 1951, grant of license renewal to WKOW and placed the station on temporary license.

The Commission on Nov. 7, 1951, designated for hearing WKOW's application for renewal of license and on Sept. 25, 1952, denied WKOW's petition of March 28, 1952, asking that its application for renewal without hearing be reconsidered.

The FCC had asked for information on why WKOW cancelled its affiliation contract with MBS early in 1950 and affiliated with CBS in May 1950. H. Leslie Atlass Sr. is CBS Central Division vice president and general manager of CBS-owned WBBM Chicago, and also owns 19% of WIND Chicago. His son, H. Leslie Atlass Jr., is president and with his sister and brother, owner of Atlass Amusement Co., and is program director of WIND. Ralph Atlass, brother of H. Leslie Atlass, is vice president and general manager of WIND, controls WLOL Minneapolis, and KIOA Des Moines. He also is a director of WMCA New York.

In a second petition for reconsideration on Dec. 1, 1952, WKOW informed the FCC that the station and Atlass Amusement Co. had terminated their business relationships. The petition stated that WKOW had purchased from Atlass Amusement Co. principals "all of the stock held by them" in WKOW.

In the petition, WKOW said it "has not in the past relinquished to Atlass Amusement Co. any of its rights or responsibilities relating to control" of WKOW and that "there is no possibility" that Atlass "will enjoy any semblance of control . . . in the future."

FM Saturation

BECAUSE of FM saturation in Washington, FCC last week proposed to remove Class B Channel 238 from Baltimore and add it to Washington. Unique action would allow suburban WBUZ (FM) Bradbury Heights, Md., to change from Class A to Class B operation. All 10 usable Class B channels are in use in Washington while Baltimore is using only 4 of the 11 allocated to it. The 11th Class B channel allocated to the Capital cannot be used by WBUZ because of interference to WUST-FM Bethesda, Md., the other Class A station in the Washington metropolitan area.

New Grantees Commencement Target Dates

(Continued from page 57)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 4 ‡	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
	Ozark TV, Festus, Mo.	14	Dec. 31	July 1	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
KTVR (TV)	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
	Harrisburg Bcstrs, Harrisburg, Pa.	71	Dec. 31	Unknown	.....	.....
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
KNUZ-TV	Houston, Tex.	39	Jan. 8	March	.....	Forjoe
	Uhf TV Co., Houston, Tex.	23	Jan. 8	Unknown	.....	.....
	Hutchinson TV Inc., Hutchinson, Kan.	12	Jan. 8	Unknown	.....	.....
WHCU-TV	Ithaca, N. Y.	20	Jan. 8	Nov. 15	.....	.....
	U of N. Y., Ithaca,. N. Y.	*14	Jan. 8	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Jan. 15	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	May 1	.....	Rambeau
KTAG (TV)	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WONN-TV	Lakeland, Fla.	16	Dec. 31	Unknown	.....	.....
KSWO-TV	Lawton, Okla	7	Dec. 4	April	.....	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Sept. 1	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
WKOW-TV	Madison, Wis.	27	Jan. 8	July	.....	Headley-Reed
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 4‡	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 30‡	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	April 1	.....	H-R Reps.
KFAZ (TV)	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
WTVM (TV)	Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 31	.....	Bolling
WTLV (TV)	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	.....
WNLC-TV	New London, Conn.	26	Dec. 31	July	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	April 15	.....	.....
WPFA (TV)	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
WTVQ (TV)	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
WENS (TV)	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
WKJF-TV	Pittsburgh, Pa.	53	Jan. 8	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
KZTV (TV)	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	March	.....	Gill-Keefe & Perina
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-America
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	22	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	February	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
	Springfield TV Inc., Springfield, Mo.	3	Jan. 8	July	.....	.....
KSTN-TV	Stockton, Calif.	36	Jan. 8	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	Weed
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Feb. 1	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
KANG-TV	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
KTVW (TV)	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1‡	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	March	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 22‡	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	January	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

‡ On the air, operating commercially. * Educational permittee.

SALES executives of WONS Hartford, Conn., meet with five used car dealers to discuss plans for new phone-quiz show. L to r: Seated, Arthur Mossberg, Arthur Motor Sales (Studebaker); Cy Kaplan, WONS sales manager; Joe Wiley, Manchester Motor Sales (Oldsmobile); Martin Sayet, Fitzgerald Motors (Ford); standing, James Cannon, Packard-Windsor (Packard); Harold LaBier, Fitzgerald Motors; Phil Zoppi, WONS sales representative; Herber Jester, W. Hart Buick (Buick). Dealers have banded together to bolster used car sales. Program, *Auto Tune Derby*, is aired Monday through Friday at 6:30 p.m.

WDAF Placed on Grid by Justice

(Continued from page 23)

Co. management referred to the broadcast aspects:

The Government seeks to have the Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the U. S., long before there was even a station in New York for instance. We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original NBC network, being the westernmost outpost at the time. The Government on radio complains of a rate practice prevailing in years only 1933 to 1937, long since abandoned. Not until now —two weeks before the end of the Truman Administration has any governmental agency challenged our conduct of radio.

The Government seeks to have the Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific, everyone hesitated to take the risk. The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take terrific losses. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have given the Star any preference or favors on a license if there had been anybody else ready to take the risk.

Mr. Roberts added that "our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals."

The publishing executive thus reiterated his comments of last June when the possibility of anti-trust action first was raised. At that time the firm was ordered to produce all corporate records and contracts of the *Star* and WDAF-AM-TV since Jan. 1, 1926.

Combination Rates

Mr. Roberts told BROADCASTING • TELECASTING then that no practice of combination rates between any of the two newspapers and radio-TV properties was involved. He noted that 173 U. S. newspapers use the practice whereby advertisers buy space in two newspapers under common ownership.

The original subpoena called for all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

Sec. 313 of the Communications Act on which the government based its revocation request reads as follows:

. . . Whenever in any suit, action, or proceeding, civil or criminal, brought under the provision of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: PROVIDED, HOWEVER, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

Prior to enactment of the McFarland amendment to the Communications Act last year, broadcasters were placed in so-called "double-jeopardy," with the FCC authorized *per se* to revoke licenses of broadcasters previously convicted in court of anti-trust violations.

McGranery Comment

Commenting on the anti-trust action, Atty. Gen. McGranery described it as "another in the Anti-Trust Division's series of cases to restore to businessmen the right to advertise freely in media of their own choosing." He cited the Supreme Court-AP case, observing that "freedom to keep others from publishing is not guaranteed by the Constitution."

Newell A. Clapp, Acting Assistant Attorney General of the division, stated: "Advertising plays an important role in our free enterprise system and is essential to the success of competing newspapers and broadcasting stations. It is vital that advertising channels not be closed by private combinations."

The indictment further alleged that the defendants "refuse and threaten to refuse to accept advertising, or discriminate as to space, location or arrangements of advertising if the advertiser uses competing media, or a larger ad in competing media"; that the company's rate structure for local display advertising provides for tie-in sales which exclude advertisers from using other media; that national and classified advertisers are required to buy ads in both the *Star* and *Times;* that subscribers are forced to pay for delivery of the *Times*, the *Star* and the *Sunday Star* in "forced combination"; and that news carriers are required to refrain from delivering competing media.

The Star Co. also publishes the *Weekly Star Farmer*. Until last July the company was the only publisher of daily newspapers of general circulation. At that time the Kansas City News-Press Co. began publication of a daily tabloid-sized paper.

With respect to advertising rates, The Star Co. said:

The basic theory underlying both the indictment and the civil complaint of the Government is that the *Star* has attempted to create a monopoly in this territory. Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinuance of newspapers, which is all very regrettable, is the Government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs. As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the Government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the Government seems to be complaining of.

WDAF took the air in 1922 and WDAF-TV in 1949. The television outlet, now described as a valuable adjunct profitwise to the newspaper properties, formally opened a $1.5 million plant last June. WDAF-TV is the city's only video outlet. The four radio stations besides WDAF are KCKN KCMO KMBC and WHB.

The Supreme Court's ruling is likely to pass judgment on common newspaper practice of combination unit rates for advertising. In the Times Picayune Co. case, the court upheld a complaint filed by the *New Orleans Item.*

Observers noted that in the Kansas City case, there were no "competing media" there before July, despite references in the indictment. It was also pointed up that the subpoena action was launched a month earlier. Nub of the charges was seen as the "special discounts" provision covering The Star Co.'s three newspapers.

Political Implications

With the source of the complaint undisclosed, there was speculation that the anti-trust suit was politically inspired, as contended by the publishing firm itself. The anti-trust case will be one of nearly 150 to fall in the hands of the Eisenhower administration this month.

In the New Orleans dispute, the court held that the Times Picayune Co. attempted to "monopolize" a segment of the afternoon newspaper general and classified advertising field represented by advertisers who could not buy space in the firm's *Evening States* and the rival *Item.*

The radio properties of the Times-Picayune Co. (WTPS-AM-FM) were not directly involved, however, as are the broadcast properties in the Kansas City fracas. Only other recent case touching on radio-TV stations was that of the *Lorain* (Ohio) *Journal* and *Mansfield* (Ohio) *Journal* which were convicted of violating anti-trust laws. They were cited for advertising practices tending to "destroy" WEOL Elyria by refusing to sell space to advertisers who bought time on the station [B•T, Dec. 17, Oct. 22, 1, 1951].

Libel Bills

(Continued from page 38)

candidate or not, should be permitted to defame an innocent man or his family. That's the crux of this matter.

"Personally, I don't think the Horan amendment is legal. You can't absolve radio or TV stations from the consequences of defamation. No court would uphold that point of view.

"Radio or TV stations are an instrumentality, just as newspapers are. Do you know of anyone who would exempt newspapers from liability for libel?"

Reiterating that his greatest interest is in protecting innocent victims of defamation, Mr. O'Hara also suggested a situation where a penniless, irresponsible candidate might impugn the reputation of his opponent yet go scot-free because he has no assets.

Rep. Horan takes the position that since the law forbids censorship of political candidates' speeches, then Congress which passed that law ought to take the broadcasters off the hook by exempting them from damages. Last week he planned to confer with Ralph W. Hardy, director of NARTB's Government Relations Department, then resubmit his bill. NARTB has supported his bill.

Among other bills proposed in the first week of the new Congress:

Rep. Joseph R. Bryson (D-S.C.) reintroduced HR 1227 which would ban advertising of alcoholic beverages on radio or TV.

Rep. Carroll D. Kearns (R-Pa.) recommended a fine of $100 and/or 30 days in jail as penalty for using the U. S. flag for advertising purposes (HR 139). Rep. Eugene J. Keough (D-N. Y.) recommended registration of trade marks using words, "White House," be prohibited (HR 72).

A number of bills to repeal the 20% tax on motion picture theatre admissions was introduced. Among them were HR 188 by Rep. Victor Wickersham (D-Okla.), and HR 6 by Rep. John D. Dingell (D-Mich.).

Rep. Kearns also introduced H Res 26 which calls for a continuance of the Gathings Select Committee investigating pornographic books and magazines.

Other bills included several calling for a new Commission on the Organization of the Executive Department.

RULES CHANGES
Proposed by FCC

NUMEROUS changes, mostly editorial and corrective, were proposed by FCC last week with respect to portions of the Commission's rules and standards for AM, FM and TV.

In the AM rule changes, Sec. 26, the sunrise-and-sunset table, would be deleted and FCC would prescribe the time of operation in the individual station's license in accordance with a standardized procedure proposed in Sec. 3.79.

Another proposal affecting FM and TV rules, the Commission would amend its rules to provide a more specific and uniform method for computing the height of an antenna above average terrain. The proposed method is based on eight evenly-spaced radials starting with true North and would expressly specify the method for treating radials which extend over large bodies of water or foreign territory.

XUM

at deadline

SPURIOUS EMISSION PROBLEM IS STUDIED

COOPERATION of radio-TV manufacturers on solving spurious emissions interference problem urged Friday by Dr. W. R. G. Baker, vice president of General Electric Co. and director of RTMA Engineering Dept., at industry-wide conference in New York. He termed problem real and serious and warned against potential government inspection if not solved.

Glen McDaniel, RTMA general counsel, said FCC has power to regulate spurious emissions. If courts rule otherwise, Commission would be given authority through legislation, he said. RTMA President A. D. Plamondon Jr. said interference from transmitters and receivers limits additional radio-TV channels and that suppression would aid business.

Dr. Baker called meeting after FCC asked JTAC to study problem. He pledged RTMA support and announced formation of three task forces: on receivers, headed by Kenneth Chittick, RCA; on transmitters, by James Keister, GE, and one by D. G. Fink, Philco Corp. to coordinate JTAC-IRE-FCC work.

WSTV FILES COMPLAINT

REQUEST that FCC take action to force Storer Broadcasting Co. to elect which of two pending TV applications it intends to pursue was made Friday by WSTV Steubenville, Ohio, applicant for Ch. 9 there. Request was in form of motion for Commission to take prompt action on petition filed last July. Basis for WSTV petition is fact that Storer owns four TV stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and KEYL (TV) San Antonio) and under FCC rules is limited to total of five. Therefore WSTV avers Storer should not be permitted to have two TV applications on file—for Steubenville-Wheeling market and for Miami.

KIMBALL BACK AT GT

DAN A. KIMBALL, Secretary of Navy who steps down Jan. 21, has been re-elected vice president and director of General Tire & Rubber Co., positions he gave up when he accepted post of Assistant Secretary of Navy in 1949. Mr. Kimball also was director of MBS, but whether he will return to that post will not be determined until April meeting of network. General Tire, which owns majority stock of MBS, also owns and operates Yankee and Don Lee networks, as well as New England and West Coast stations and WOR-AM-FM-TV New York.

AGRONSKY HEADS GALLERY

MARTIN AGRONSKY, ABC commentator, was elected president and chairman of executive committee of Congressional Radio-TV Galleries at meeting Friday in Washington. He succeeds Hollis Seavey, MBS. Others elected were Richard Harkness, NBC, vice president and vice chairman; Bill Costello, CBS, secretary, and Joseph F. McCaffrey, MBS, treasurer. Members of executive committee include above and Julian Goodman, NBC-TV; George J. Marder, UP Radio, and Ann Corrick, Crosley.

Meeting set Feb. 7 for annual Radio Correspondents Assn. dinner, also agreed to submit change of name to Radio & Television Correspondents Assn. to membership vote.

TRUMAN NAMES MERRILL

PRESIDENT TRUMAN submitted Friday to Senate name of Comr. Eugene H. Merrill, Utah Democrat, for remaining two years of term of former Comr. Robert F. Jones. (See early story page 73.) Nomination, one of two score, is considered formality since Senate not likely to confirm any of President Truman's nominees. Mr. Merrill was given recess appointment last October following resignation of GOP Comr. Jones.

LEBHAR HAS HOPES FOR TV

BERTRAM LEBHAR Jr., director of WMGM New York and nearing completion of negotiations for purchase of station and its FM affiliate from Loew's Inc. for $2 million (earlier story page 27), intends to apply for TV channel immediately if deal goes through, it was learned Friday. (New York City government and WNEW New York already have filed for Ch. 31, only one available in city, and WOV and WHOM New York have announced they will file jointly.)

It also was reported that, although Mr. Lebhar is offering advertisers and others investors several plans for investment in new corporation—and reportedly is getting favorable reaction—he would retain full operating control. With WMGM (formerly WHN) for 14 years as director of sales and director of station, he has built it into sports specialist which, over past six years, has had gross billings exceeding $2 million per year.

ANOTHER 540

ANOTHER request for newly-opened 540 kc channel filed with FCC last week when KFBM San Diego submitted application for frequency with 5 kw fulltime, DA-1, for San Diego. Earlier in week KWK St. Louis filed for same frequency, 10 kw daytime, DA, for Haines City, Fla. (see application, page 87). KFMB, now on 550 kc with 1 kw fulltime, DA-1, expects change to 540 kc will cost $41,500; estimates annual operating cost after change as $205,000, revenue as $220,000.

KARM SALE

SALE of 50% interest in KARM Fresno, Calif., by sole-owner Hattie Harm for $60,000 to General Manager Clyde Coombs was disclosed in application filed with FCC Friday. FCC earlier granted sale of KROY Sacramento by Mrs. Harm and Mr. Coombs for $425,000 to C. L. McCarthy, manager KGO San Francisco, and associates [B•T, Dec. 29, 1952].

GONE ARE THE CALLS . . .

LAST "TV" call letter assignment possible in W call series was made by FCC Friday to Gallaher, Berry & Woodyard, Pittsburgh uhf Ch. 47 grantee. It is WTVQ (TV). And according to Edwin P. McVey, FCC's call letter expert, TV combinations in K call series "are going fast." Mr McVey is assignment clerk in Application Control Section, Authorization Analysis Division, Safety & Special Radio Services Bureau.

PEOPLE . .

JACK W. SMOCK, vice president, Foote, Cone & Belding, N. Y., to Los Angeles office Young & Rubicam as vice president and manager of that office, effective March 1. At time, **E. E. SMITH,** present L. A. manager Y&R, returns to New York office.

A. V. B. GEOGHEGAN, vice president in charge of media relations of Young & Rubicam, New York, named co-chairman of plans board and will serve in that capacity with Louis N. Brockway, executive vice president of agency. In his position on board, he replaces C. L. Whittier, who retired from agency as of first of year.

APPOINTMENT of ABC sportscaster Bill **FINNEGAN** as assistant to **JOHN T. MADIGAN,** ABC-TV director of news, special events and sports, is being announced today (Monday). Mr. Madigan also announced appointments of **JOHN DUNN** as managing editor of ABC-TV's *All-Star News* program; **MARK LAING,** as acting supervisor of ABC's WJZ-TV New York newsroom, and **CLAIRE WIRTH,** as administrative assistant in department. All appointments take effect immediately.

RODGER S. HARRISON, Sterling Silversmiths Guild of America, to J. M. Mathes Inc., N. Y., as account executive.

DOROTHY KENNEDY, McCann-Erickson N. Y., to copy department of Sullivan, Stauffer, Colwell & Bayles, that city.

MARVIN POTTS, art director at Foote, Cone & Belding, Chicago, elected vice president.

TV APPLICATIONS

TOTAL new and amended television station applications rose to 13 Friday (earlier applications, page 58), with late Friday evening filing of request for uhf Ch. 33 in Miami. Applicant, new to radio-TV, headed by New York home builder Sherwood R. Gordon. His attorney: Florida ex-senator Claude Pepper. Other application filed last week from KOWL Santa Monica, Calif., seeking uhf Ch. 52 reassigned to Corona, Calif.).

NEW APPLICATIONS

Santa Monica, Calif.—KOWL Inc. (KOWL), Ch. 52, ERP 107 kw visual, 57.8 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. P. O. address: Pico Blvd. at the Ocean, Santa Monica. Studio location to be in Corona; transmitter atop Mt. Wilson. RCA equipment. Sole stockholder in applicant: **Arthur H. Croghan,** who has 5.6% interest in WJBK Detroit. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

Miami, Fla.—Television Coroporation of Greater Miami, uhf Ch. 33, ERP 20.78 kw visual, 10.39 kw aural; antenna height above average terrain 407 ft., above ground 424 ft. Estimated construction cost $218,472, first year operating cost $235,000, revenue $220,000. P. O. address: 37 N. E. 1st Ave., Miami. Studio and transmitter location 500 Biscayne Blvd. RCA equipment. Principals include **Sherwood R. Gordon** (70%), Shadow Lawn Homes Inc. (builders and developers), New York City, and Dorna Cleaners & Launderers Inc., West Hempstead, N. Y.; **Edith W. Gordon** (20%), wife of Mr. Gordon, and **Lou A. Wildman** (10%), Wilbar Photo Engraving Co. & Higwill Matrix Co., both New York. City prior status: Gr. B-4, No. 194.

LOUIS HAUSMAN NAMED

LOUIS HAUSMAN, CBS Radio administrative vice president, named to 16-man planning committee for 10th anniversary Brand Name Day conference to be held April 15 at Waldorf-Astoria, New York. He will supervise entertainment plans in cooperation with Lester Gottlieb, CBS vice president in charge of network programs.

the RIGHT COMBINATION *for maximum performance at minimum cost*

audiotape* *that meets the most exacting professional requirements*

NEW 7" REEL *that eliminates the "high-tension" zone*

NO SPLICES. As always, plastic-base Audiotape in 1200 and 2500 ft reels is guaranteed *splice-free.*

NO FRICTION SQUEAL. Perfected anti-friction process eliminates annoying tape squeal—prevents "tackiness" even under extreme temperature and humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide coating is especially formulated to give *maximum undistorted output.* Comparative tests show its marked superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10" reels of plastic-base Audiotape are *guaranteed* to have an output uniformity within ±¼ db—and a reel-to-reel variation of less than ±½ db. And there's an actual output curve in every 5-reel package to prove it!

PRECISION TIMING. Improved reel design with 2¾" hub reduces timing errors by eliminating the tension and speed changes formerly encountered at the beginning and end of the winding cycle. Ratio of OD to hub diameter is the same as the standard NAB 2500 ft reel.

CONSTANT PITCH is another advantage of the new reel design resulting from the more uniform tape speed throughout the winding cycle.

SLOWER ROTATIONAL SPEED, due to larger hub diameter, minimizes vibration and avoids possible damage to tape on fast forward and rewind.

REDUCED HEAD WEAR can also be expected, because the maximum tape tension is materially decreased.

audiotape gives you all these advantages at no extra cost!

* Trade Mark

This new 1200 ft plastic reel with 2¾" diameter hub is now being supplied on all orders for 7" reels unless otherwise specified... at no increase in price. Remember—with Audiotape, there's only *one* quality—the finest obtainable! Audiotape is available in all standard size reels from 150 to 5,000 feet.

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